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THIS ISSUE: INTERNATIONAL YEAR BOOK NUMBER

EDITOR & PUBLISHER
THE FOURTH ESTATE

MEMBER A.B.C. MEMBER A.B.P.

Vol. 61. No. 36 | In Two Sections Section One | NEW YORK, JANUARY 26, 1929 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign. | 10c Per Copy

R. STEWART RESIGNS IN PHILADELPHIA

Quits Presidency of Record to Form Stewart-Jordan Advertising Agency With Local Theater Man

Rowe Stewart, widely-known in advertising and newspaper circles, has resigned as president of the *Philadelphia Record*, after an intermittent service with the paper which started in the days of William M. Singerley, founder of the Record.

Mr. Stewart will go into the advertising agency business. With Harry T. Jordan, former manager of Keith's Theatre in Philadelphia and for the last two years an executive and partner in the Keith-Albee-Orpheum Company, he will form the Stewart-Jordan Company, which will open offices in the Public Ledger Building on Feb. 1.

Harry Stuart Connell, formerly publicity director of John Wanamaker, Philadelphia, will join the Stewart-Jordan Company as vice-president in charge of copy and plans. Miss Clara V. Fey, secretary of the Philadelphia Club of Advertising Women, will be assistant secretary and will have charge of the direct mail and detail departments. She was formerly with the Biddle-Paret Press, local firm.

J. David Stern, publisher of the Record, will succeed Mr. Stewart as president of the Record Publishing Company. Since his purchase of the Record last year Mr. Stern has held the office of treasurer.

The latter position will be taken over by Walter L. Tushingham, who has been associated with Mr. Stern in the *Camden Post-Courier*.

Mr. Stewart has been closely identified with advertising for many years. Previous to becoming president of the Record he was its advertising manager. He was president of the Poor Richard Club in 1917 and 1918 and again in 1925, after the death of Jarvis A. Wood. In 1921 Mr. Stewart was president of the Associated Advertising Clubs of the World, now the International Advertising Association. Until recently he was secretary of the latter organization. Mr. Stewart is a director of the National Better Business Bureau and also of the Better Business Bureau of Philadelphia.

He was elected a director of the Philadelphia Chamber of Commerce last week.

CHANGES FIRM NAME

Announcement was made this week that the name of Cutler-Hammer Manufacturing Company of Milwaukee, Wis. has been changed to Cutler-Hammer, Inc. The new company is organized as a Delaware corporation with the following officers: F. R. Bacon, chairman of the board; B. L. Worden, president; F. L. Pierce and J. C Wilson, vice-presidents; H. F. Vogt, treasurer; W. C. Stevens, secretary.

TO PRINT STOCK LIST

The *Springfield Illinois State Register*, branching out on its market quotations, has arranged to publish a complete New York Stock market list, New York Curb and Chicago stock lists in a pink edition which appears on the street about 4:30 p. m. daily.

TEXAS GROUP EXPANDS

Southwest Newspapers, Inc., Acquire Brownsville Herald

Southwest Newspapers, Inc., representing the Marsh-Fentress group, added the *Brownsville* (Tex.) *Herald* to its group Jan. 18. J. M. Stein who has been publishing the paper for the last five years will continue as president, the transaction having been accomplished through purchase of 86 per cent of the Herald stock.

Charles A. Reil continues as business and advertising manager; W. L. Pendergraf as managing editor; Harry L. Sexton, as editorial writer; F. E. Bulloch as circulation manager.

Southwest Newspapers, Inc., was formed Jan. 1, 1929, as a newspaper securities holding company. It owns stock in the *Wichita Falls Times* and *Record-News; Laredo Times, Cleburne Times-Review, Breckenridge American* and *Orange Leader*.

CURTIS HODGES RESIGNS

Quits Post as General Manager of Indianapolis News

Curtis A. Hodges, general manager of the *Indianapolis News* has resigned that position, it was announced this week.

Mr. Hodges' newspaper career has covered all departments from reporter to general manager. After being graduated from the Terre Haute Normal School he became a teacher but soon resigned to join the *Indianapolis Star*, later joining the News, where he became successively head of the copy desk, managing editor and general manager.

The News also announced this week that Thomas Kivlighan, for many years with the *Richmond* (Va.) *News-Leader* has joined the organization as secretary of the corporation. Mr. Kivlighan served in the classified department of the *Baltimore News* when Frank A. Munsey was publisher.

MALLON "UPSETS" SENATE

Members Disturbed When He Obtains Secret Vote on Roy West

(*By Telegraph to* EDITOR & PUBLISHER)

WASHINGTON, D. C., Jan. 24.—The United States Senate is extremely upset because the secret roll call on confirmation of appointment of Roy O. West as Secretary of the Interior taken in executive session last Monday after three days of closed sessions was obtained by Paul R. Mallon, of the United Press and sent over U. P. wires Tuesday. Its correctness has not been challenged.

"I obtained this information in the ordinary course of news gathering at the capitol," said Mr. Mallon. "It came to me from perfectly trustworthy sources in an honorable way."

Senators Norris, Borah, Walsh, and others have joined in declaring the vote on West should have been made public by the Senate itself. They ridiculed the secrecy rule.

Senator Walsh insisted, however, that the author of the story and the editors of all newspapers publishing it were showing contempt for the Senate and should be thrown into jail. Senator Borah held otherwise.

The Standing Committee of Washington correspondents, after a brief investigation held that Mallon did nothing unethical and is ready to defend him against any action by the Senate.

EDITOR & PUBLISHER
THE FOURTH ESTATE

Entered as second class matter December 3, 1927, at the Post Office at New York, N. Y., under the act of March 3, 1879—issued every Saturday by THE EDITOR & PUBLISHER COMPANY, James Wright Brown, President.

NEW YORK, January 26, 1929 — In Two Sections

Section One, 24 Pages ..... News
Section Two, 324 Pages ..... International Year Book Section

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Also many other important catalogues of information on newspaper and advertising activities round the world.

For complete index to contents, see pages 318 and 320 of second section.

A. B. C. ADOPTS RULING REGARDING MERGERS

Separate Analysis for Net Paid Circulation of Purchased Publication Provided for by Board—Members Prefer October for Meet

Recognizing the present trend toward mergers, the board of the Audit Bureau of Circulations last week adopted a new ruling providing for a separate analysis of the circulation of the purchased paper until the first audit after the consolidation, and thereafter if, "in the judgment of the managing director, such procedure is necessary to give essential information."

The board meeting held in Chicago Jan. 18 was one of the most active in some time, according to President Philip L. Thomson. Among business transacted was approval of Oct. 24 and 25 as dates for the next fall convention in Chicago, in accordance with replies received to a questionnaire on the subject sent to members. There had been a talk of changing the date of the annual meeting.

Resolutions were adopted, effective July 1, 1929, to the effect that when two or more publications are sold in combination the combined price should be the price of the highest priced publication plus not less than 20 per cent, instead of the present ten per cent, of the combined regular subscription prices.

The board further adopted a new ruling changing the arrearage period from six to three months and amended the rule covering bulk sales so that purchases of a publication by one of its stockholders may be classified as bulk, if "in the judgment of the managing director," the copies or term subscriptions purchased were for the benefit of the donor and not the publication.

An amendment adopted defined conditions under which copies sold may be considered as net paid circulation as follows:

"(a) If the sale be of a single copy it shall be paid for at not less than 30 per cent of the regular advertised single copy price.

"(b) On term order the subscription must be paid for at not less than 50 per cent of the regular annual advertised price, or a pro rata thereof for the period covered by the order, but not less than 50 per cent of the regular advertised rate for such period.

"(c) A term subscription for one year or more paid in accordance with this rule may be included in net paid circulation, if the publisher so desires, for not more than three months after the expiration of the period.

"(d) A term subscription for less than one year may be included in net paid circulation for a period of not more than three months after expiration if 50 per cent or more of the regular annual subscription price has been paid therefor."

The resignation of Frank Harwood, in charge of advertising of the American Cigar Company, from the board was accepted. Mr. Harwood declared he found it necessary to resign because of the press of private affairs. No successor was chosen.

The following newpapers were elected and may be admitted to membership upon release of audit reports or publishers' statements: *West Chester* (Pa.) *Daily Local News; St. Cloud* (Minn.) *Daily Times; Whittier* (Cal.) *News;* and *Durham* (Cal.) *Sun*.

The next meeting of the board will be held in New York, Feb. 15.

ADVERTISERS, TODAY, ARE ANALYZING THESE IMPORTANT CIRCULATION FACTORS

THE circulation total is important,—and where it is distributed.

But of more importance!... What is its value as an advertising investment?

Does it cover the market not only thoroughly, but *effectively?* Without duplication and waste?

Does the newspaper have the respect of its city . . . of business . . . of the home? Has it sufficient reader-confidence to influence *thought* in its community?

Does that circulation represent the actual *demand* for the newspaper? Or has it been inflated by "premium and contest" subscriptions; by "glaring headline" street sales?

Advertisers, today, are studying these important factors before buying space.

And rightly! The value of any newspaper as an advertising investment depends upon the *history* and *character* of its circulation.

In 1895, The Philadelphia Bulletin had some six thousand circulation; today it is far larger than any other Philadelphia newspaper; one of the great newspapers of America—with a daily average circulation of 548,573.

A tremendous increase . . . yet an unhurried one,—spread over a third of a century.

A growth attained by making an interesting, dependable newspaper every day; by giving value and winning confidence; by adopting standards which Philadelphia homes approved.

The Evening Bulletin has never used artificial circulation methods. No premiums, prizes or contests; no bold headlines to boost street sales.

Every copy sold represents an *interested* purchaser—and such a purchaser in nearly every home represents a unique advertising opportunity:

The opportunity to cover a market of six hundred thousand homes with one newspaper.

The opportunity to influence the *buying mind* in the Philadelphia territory—America's third largest market, at an exceptionally low advertising cost.

The Confidence of Business Leaders

In 1928, The Bulletin carried more individual retail store advertisements than all other Philadelphia newspapers combined; carried more *local and national display lineage* and more individual classified advertisements than any other Philadelphia newspaper. (Six days against seven.)

Any Investigation Will Prove This

Philadelphia's suburbs are among the world's finest: Bryn Mawr, Merion, Radnor, Cynwyd, the Old York Road Section. Here, The Bulletin's circulation is greater than the combined circulation of all Philadelphia morning papers. In city and suburbs, nearly everybody reads The Bulletin.

The Evening Bulletin

City Hall Square

PHILADELPHIA

New York Office: 247 Park Avenue
Chicago Office: 333 N. Michigan Avenue

Detroit Office: 321 Lafayette Boulevard
San Francisco Office: 681 Market Street

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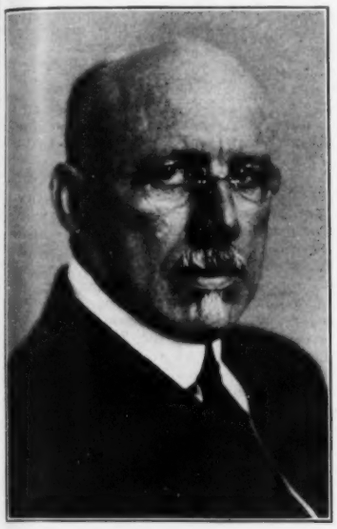
BOOTH RETIRES AS DETROIT NEWS PRESIDENT

Relinquishes Post Held for 23 Years to Devote Time to Crankbrook Foundation, His $12,000,000 Philanthropy—Succeeded by W. E. Scripps, Son of Founder—Other Promotions

WILLIAM EDMUND SCRIPPS, only son of James Edmund Scripps, founder of the *Detroit News*, was elected president of that newspaper at the annual meeting of the newly elected board Jan. 21. He succeeds George G. Booth, who asked to be relieved from the responsibilities which have occupied 23 of his 40 years with the News, in order that he might give more time to the development of the group of cultural institutions which he has established at Cranbrook in the Bloomfield Hills north of Detroit.



George G. Booth

The advancement of Mr. Scripps, who has been an executive of the Detroit News for 29 years and vice-president since 1912, resulted in other changes in the executive organization. Hereward S. Scott, general manager, becomes vice-president and business counsel; Herbert Ponting, business manager, becomes general manager, and D. Roy Merrill, auditor, becomes business manager. The stockholders continued Warren S. Booth as treasurer and Cecil Billington, secretary, in their present offices. Warren Booth is a son of the Retiring president and grandson of James E. Scripps.

The directors of the Evening News Association, publishers of the Detroit News, were all re-elected. They are George G. Booth, William E. Scripps, Edgar B. Whitcomb, Warren S. Booth and Hereward S. Scott.

Mr. Scripps, who is approaching his 47th birthday, entered the offices of the Evening News Association in 1895 during his summer vacations under James Wright Brown, publisher of EDITOR & PUBLISHER, who at that time was circulation manager of the *Detroit Tribune*, discontinued morning sister of the News. One of Mr. Brown's most difficult tasks, the new president smilingly admits, was to keep him out of the pressroom to which his mechanical bent constantly drew him. This effort was only moderately successful for Mr. Scripps escaped for a time from the circulation routine to master the intricacies of the printing processes; and he counts as among his happiest days the one on which he was advanced to captain of the press for a day.

Returning to circulation work, he controlled the sale of the News from 1901 to 1903. To complete his experience he turned to the editorial department for a vigorous apprenticeship in the writing craft, during the editorship of the late Patrick C. Baker. He became treasurer at the death of his father in 1906 and vice-president six years later.

The inclination of Mr. Scripps toward things mechanical affected both his play and his work.

It was his interest in radio-telephony which resulted in the Detroit News establishing in 1920 station WWJ the first newspaper broadcasting station to be operated in the United States and the first station to broadcast regular daily programs.

William E. Scripps

Aside from publishing, Mr. Scripps' chief interest now is the breeding of fine stock, particularly Aberdeen-Angus cattle, for which Wildwood Farms, his country estate near Orion, Mich., is internationally famous. His business connections still include the presidency of the Scripps Motor Company; secretary-treasurership of the James E. Scripps Corporation, and trusteeship of the James E. Scripps estate.

Mr. Scripps was married in 1901 to Miss Nina A. Downey. To them four children have been born: James E., (deceased); William J., Robert, and Mary Ann.

He was the second sportsman in America to take up aviation, "Bob" Collier of *Collier's Weekly* preceding him. His adventures with two primitive flying boats over Lake St. Clair and its environs at the dawn of the century were the despair of solicitous parents and associates. In 1906 he found a safer outlet for his interest, establishing the Scripps Motor Company, manufacturers of Marine gasoline motors. The infant industry of 23 years ago has developed amazingly, the company now ranking with the largest of its kind. It received a great impetus in 1912 when the late Capt. Thomas Fleming Day, with a crew of three, drove a 35-foot boat powered with a two cylinder Scripps motor from Detroit to St. Petersburg (now Leningrad), Russia. It was the first motor boat ever to cross the Atlantic Ocean. Mr. Scripps was also one of the organizers of the Scripps-Booth Company, manufacturers of the Scripps-Booth automobile, which subsequently was taken into the General Motors Corporation.

HERBERT PONTING

D. ROY MERRILL

The Detroit News Aerial Mail Trophy, one of the first airplane awards, the Detroit News Ballooning Trophy, the William E. Scripps Reliability Trophy for cruisers and the Detroit News Trophy for one-and-a-half liter motor boats are evidence of his continued interest in aviation and motor boating, though he has not of late taken active part in these activities.

In retiring from the active field of newspaper direction, Mr. Booth is returning to enterprises to which he applied himself with consuming enthusiasm before James E. Scripps engaged his services—art, architecture, and the training for those professions. He was a designer and manufacturer of ornamental iron work, chiefly architectural, when he was called to the managership of the Detroit News in 1888.

Throughout the 40 subsequent years, during which he not only guided the News organization to great success but developed his personal fortune in separate publishing enterprises, he continued in his devotion to and patronage of the arts and handicrafts.

A few years ago he began, with the aid of Mrs. Booth, the development of a cultural center at Cranbrook, to consist eventually of five schools and a church. A year ago he announced the establishment of Cranbrook Foundation, into which he poured all of his lifetime's accumulation of wealth to continue to realization the educational work already undertaken.

The value of lands and endowments contributed by Mr. Booth was $6,520,000 and additional gifts from Ellen Scripps Booth brought the total value of the foundation to $12,000,000.

In the village of Bloomfield Hills, Mich., where the foundation is located, two schools and a church have already been constructed. Aided by Mrs. Booth, Mr. Booth has caused to be brought into existence beautiful Cranbrook School, a preparatory institution for boys, occupying 75 acres of rolling land, including a small lake; has erected a charming school for little children, covering the primary grades for both boys and girls; a School of Arts and Crafts, soon to be opened; and has constructed one of the largest and most magnificent Episcopal churches in America, the four representing an investment of more than $6,000,000.

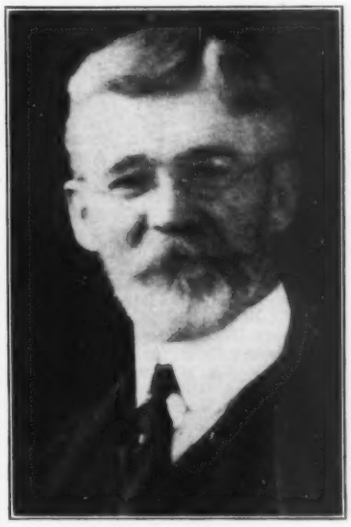
Under the terms of the Cranbrook Foundation, there are to be developed a school for girls, for which his son, Henry Scripps Booth, is preparing plans; and (capstone of the whole program) an Academy of Arts, wherein talent revealed in the other four schools as well as that manifested elsewhere shall have opportunity for development under the most skilled of masters, in much the relation of medieval artists and apprentices.

Mr. and Mrs. Booth's three sons and two daughters have joined in the enterprise, contributing from the means hitherto provided them as well as from their wisdom and energy and foresight. The three sons, James S., Warren S. and Henry S., are, with their father, trustees of Cranbrook Foundation, and committed to its expressed ideals.

When Mr. Booth joined the staff of the News, which was then 15 years old, its circulation hovered around 40,000; as he leaves the presidency, the paper has approximately 350,000 daily and 400,000 Sundays. The paper that had never exceeded four pages when he joined it, now frequently appears in 72 page format, and last Sunday ran 180 pages.

Meantime his private enterprise in establishing the *Grand Rapids Press* in 1893 has borne fruit. Consolidated with other publishing interests of himself and his brother Ralph, it is now published by the Booth Publishing Company.

Twice in his career with the News Mr. Booth has put his combined aesthetic interests and business acumen in evidence in the physical plant of the paper. He was responsible for the old structure, home of the News until 1917, which was considered one of the outstanding plants of the country, and he was responsible for the building now occupied which has been the model for many newspapers during the past decade.



Hereward S. Scott

Mr. Booth continues all of his multiple interests and connections aside from the presidency of the News, being among other things a director of the Evening News Association; chairman of the board of the Booth Publishing Company; trustee of the James E. Scripps estate; vice-president of the James E. Scripps Corporation, and president of the George G. Booth Corporation.

The new vice-president, H. S. Scott, came into the News family Sept. 1, 1890 when he was 25 years old. He has been successively circulation manager, cashier, assistant to the general manager in direct charge of advertising, business manager, secretary-treasurer, treasurer, general manager and director.

Herbert Ponting, who takes up the reins of the general manager, has been with the News 33 years. He was first a member of the bookkeeping staff, then secretary to the president; thereafter assistant cashier, cashier, auditor and business manager.

D. Roy Merrill, the new business manager, in his 24 years with the News has been assistant cashier, cashier, purchasing agent, and auditor, occupying the last position for nine years.

The changes in organization involve no alternation in the business or editorial policies of the News, it was stated.

VISITING NEW YORK

Among out-of-town newspaper men visiting New York this week on business were Major Clark Howell, Jr., business manager, and Herbert Porter, advertising director, of the *Atlanta Constitution;* E. H. Butler, publisher of the *Buffalo Evening News;* Thomas L. Kerney, advertising director, and Thomas Callahan, national advertising director, of the *Trenton Times;* and E. K. Woodman, national advertising manager of the *Boston Post.*

NEWSPRINT AGREEMENT AT $55 CALLED PREMATURE; PRICE MAY GO LOWER

Reliable Information Also Is That Negotiations May Break Wide Open and Price Cutting Continue—Hearst, However, Has Agreed to Pool His Contracts

WHILE Senator Thomas Schall, of Minneapolis, pushed his demands for a Senatorial investigation of an alleged newsprint monopoly "harrassing the publishers," reports began to circulate in unofficial quarters in New York this week that the Canadian manufacturers and the International Paper Company had come to terms and had agreed to fix the 1929 contract price at around $55 a ton at mill. Official sources maintained characteristic silence, but EDITOR & PUBLISHER was furnished with inside and authoritative information.

"No agreement has been reached yet; the report published by the *New York Times* Jan. 24 is premature," our informant advised us. "But it is likely to come next week and the price may be lower than the reported $55. At the same time, there is a fifty-fifty chance that the negotiations will break wide open and price cutting be resumed."

William Randolph Hearst, however, has agreed to pool all his various newsprint contracts in order to strike an average to be accepted as the 1929 price level, the informant continued. The task, and it was described as of "mammoth proportions," is to pool these different contracts with their widely varying freight adjustments, and, after establishing a common price, work out a method of maintaining it which will be agreeable to both the manufacturers and the publishers.

David E. Town, president of the Newspaper and Magazine Paper Supply Company, Hearst subsidiary, would neither confirm nor deny EDITOR & PUBLISHER'S information.

"Any information regarding the Hearst contracts must come from the manufacturers," Mr. Town declared.

It is agreed that eventually prices will be revised upwards, and what is wanted is some combination in which publishers can trust, which will not misuse the power it will potentially possess.

The manufacturers have timidly put forward the Newsprint Institute of which Percy Wilson is secretary as possible machinery for limiting production and stabilizing prices. But the American Newspaper Publishers Association has come out against any board of control and concomitantly has insisted upon continuance by the manufacturers of the traditional policy of price uniformity.

"What the Canadian manufacturers fail to see is how price uniformity can be maintained without some system of control," our informant said.

If and when the Hearst contracts are satisfactorily pooled and a price level for 1929 agreed upon, some time will be required to work out details. However, a number of newsprint concerns have definitely committed themselves to notify publisher customers definitely when January bills are due. St. Maurice Valley, for instance, is selling its tonnage at $60 now, but has informed publishers that in the early weeks of February that price will be revised downwards. What will require time in settlement will be the various freight adjustments. At the moment, the plan is to follow a simplification of the zoning system of last year.

There have been some published statements expressing the opinion that any agreement arrived at between the International Paper Company and the Canadian mills would be in violation of the Anti-Trust law. The Canadians accept the possibility of Senator Schall's proposed Senatorial investigation, but have been advised by competent legal authorities, that downward price revisions would not be interpreted as in violation of the Sherman law.

N. C. Head, assistant to A. R. Graustein, president of the International Paper Company, and spokesman for the concern, declined to comment on the reported agreement. The only official announcement from International was that it expected to be able to make public a definite statement on 1929 prices within a week or 10 days.

Though official confirmation was denied at offices of International, EDITOR & PUBLISHER was informed of an analysis of International Paper Company stock being made by a New York broker to be published and distributed the latter part of this week, in which this statement will appear:

"The heavy declines in price which have to some extent offset progress of the International Paper Company are no longer possible."

The same analysis gives the current low price for newsprint three to five years to run, after which an upswing is predicted.

It is known definitely that Price Brothers will stick to its "cost plus profit sharing plan" published in detail in the EDITOR & PUBLISHER of Oct. 6, 1928.

In a speech in the Senate Jan. 22 Senator Schall charged that the newspapers of the United States are at the mercy of the "newsprint trust," which is controled by foreign interests.

"The International Paper & Power Company is unquestionably the controlling factor in the price warfare which has upset the newsprint and publishing industries," Senator Schall declared in discussing the question in the Senate. "Since the introduction in the Senate of my resolution (S. Res. 292) calling for appointment of a select committee of five Senators to investigate the newsprint monopoly there has been a growing recognition for a thorough investigation.

"This is not the first time the Senate has been obliged to consider the welfare of the newspaper publishers when they were at the mercy of the Newsprint Trust," continued Senator Schall. "For twenty years this trust has harassed the newspaper publishers. The same companies that took advantage of a war emergency are identified with the present newsprint crisis.

Senator Schall then introduced in the Senate another resolution (S. J. Res. 200) providing for a bounty for the encouragement of manufacture of newsprint paper from the waste products of field crops produced on American farms.

A day or two before this Representative L. J. Dickinson of Iowa had introduced a bill in the House (H. R. 16212) providing for "research work in connection with the utilization of agricultural products other than forest products."

There were already two measures before Congress looking to the utilization of waste agricultural materials before the introduction of the two new proposals this week.

A. E. McMaster, general manager, declared the price of $47 a ton which EDITOR & PUBLISHER last week quoted an Oklahoma publisher as saying he was paying was "inadequately low." George F. Steel, the newsprint broker selling the Powell tonnage called the $47 price a "publisher's miscalculation."

"Powell River has a one-price policy," he declared. "Our price is based on the International Paper Company's charge from its Newfoundland mill to ports on the Gulf of Mexico, quoted now at $60. We subtract from this a $2 warehouse charge. Add to the resulting $58 a ton the interior freight rates to Texas and Oklahoma points and the price becomes $3.25 or $65 a ton delivered."

In a statement to the Canadian Press Jan. 20, F. I. Ker, general manager, *Hamilton* (Ont.) *Spectator*, and member of the newsprint committees of both the Canadian Daily Newspaper Association and the American Newspaper Publishers Association, declared publishers of the United States and Canada would continue their demands for price uniformity in newsprint contracts.

EDITOR & PUBLISHER CALENDAR

Jan. 28-29—Associated Ohio Dailies, annual meeting, Columbus, Ohio.

Jan. 29—Advertising Club of New York, luncheon to Frank E. Gannett.

Jan. 29-30—New York Associated Dailies, annual meeting, Ten Eyck Hotel, Albany.

Jan. 31-Feb. 1-2—New York Press Assn., winter meeting, Syracuse.

Jan. 31-Feb. 1—Buckeye Press Assn., and Ohio Newspaper Assn., meeting, Columbus.

Feb. 8-9—Texas Press Assn., midwinter meeting, Austin, Tex.

Feb. 11-12—Fifth District, I. A. A., meeting, Dayton, Ohio.

Feb. 12—Philadelphia Sporting Writers' Assn., annual dinner, Hotel Benjamin Franklin.

Feb. 14-15—South Dakota Press Assn., midwinter meeting, Sioux Falls, S. D.

Feb. 14-16—Newspaper Institute, University of Washington, Seattle.

Feb. 14-16—Minnesota Editorial Assn., winter meeting, St. Paul, Minn.

Feb. 14-16—Wisconsin Press Assn., winter meeting, Madison, Wis.

Feb. 15-16—Eleventh District, I. A. A., meeting, Colorado Springs, Col.

Feb. 15-16—National Conference of Business Paper Editors, Cleveland, O.

E. P. FRIES, CINCINNATI EDITOR, RESIGNS

Directed Editorial Side of Post for 10 Years—Aided in Breaking Hold of Local Political Gangs

Elmer P. Fries, editor-in-chief of the *Cincinnati Post* for the past ten years, who joined that paper as a copy boy 31 years ago, severed his connection with the Post Jan. 19 and expects to take a much needed vacation.

E. P. FRIES

Mr. Fries will be succeeded by Frank W. Rostrock, president of the Post, who will assume dual duties pending the appointment of a new editor-in-chief.

During his career as editor, Mr. Fries made a remarkable record in his fight for the city charter and the city managership plan in Cincinnati and became one of the men upon whom the charter committee depended most for advice and counsel in their battle to dethrone the political Bolivars and hangers-on of the old Cox bi-partisan gang at city hall and in the county buildings.

Through his editorials and his direction of a series of articles Mr. Fries was enabled to reach the class which had been particularly gang-ridden and for the first time in years was able to form an organization which undermined the hold of the Cox and Hynicka gangs. He campaigned for the birdless ballot which was the beginning of the fight for the proportional representation plan by which the gang lost control of the ward organizations.

GAZLEY RESIGNS

Carl Gazley has resigned as assistant to the vice-president in charge of sales of the Yawman & Erbe Company, national advertisers. He has also submitted his resignation as a director of the Association of National Advertisers.

REGIONAL DIRECTORS FOR HEARST PRESS

Board of Six Named to Meet With Col. Knox and Advise Publishers in Assigned Territories—First Meeting in February

A board of regional directors has been appointed by the Hearst Newspapers to replace the executive committee of the organization, it was announced this week at New York headquarters. Names of five members were made public this week together with the territories over which they will act in an advisory and consulting capacity and the sixth will be announced shortly.

The five already named are: Dr. Frank F. Barham, publisher of the *Los Angeles Evening Herald*, regional director for the Evening Herald, *San Francisco Call*, *Oakland Post-Enquirer*, and *Omaha Bee-News*, *Atlanta Georgian* and *San Antonio Light*; George Hearst, publisher of the *San Francisco Examiner*, regional director of the Examiner, the *Los Angeles Examiner*, and the *Seattle Post-Intelligencer*; Herman Black, publisher of the *Chicago Evening American*, and regional director of the Evening American, the *Chicago Herald-Examiner*; and the *Pittsburgh Sun-Telegraph*; Roger M. Andrews, publisher of the *Detroit Times*, regional director of the *Detroit Times*, and the *Milwaukee Wisconsin News*; and A. B. Chivers, newly appointed publisher of the *New York Evening Journal*, regional director for the Evening Journal, the *New York American*, the *Washington Times and Herald*, the *Baltimore News and American*.

The sixth member of the board will be regional director for Boston, Syracuse, Rochester and Albany.

The executive committee, which has now been disbanded, had replaced the executive council which was discontinued when Col. Frank Knox became general manager of the Hearst newspapers last Feb. 6. The executive council consisting of 30 members was considered too unwieldy.

The new regional board will meet every few months with Col. Knox, and will be available to publishers in their respective territories for consultation on problems which may not be important enough to bring direct to the general manager. It is thought that regional directors may have more knowledge ofand be able to maintain closer contact with their own particular territories than the general manager.

The first meeting of the board will be held probably in New York prior to the annual convention of Hearst executives in San Antonio, Feb. 18-21 inclusive. A special train will leave New York Feb. 15, for San Antonio.

GOVERNMENT PAPER OPPOSED

British Publishers Aroused Over Postmaster-General's Plans

British newspaper publishers are aroused over the plan of Sir William Mitchell-Thomson, Postmaster-General of Britain, to start publication of a group of publications as a branch of the government. Recently the British Broadcasting Company, which is under the control of the Postmaster-General, perfected plans for the launching of a weekly paper of a general character, to be called *The Listener*. This was done with the Postmaster-General's approval.

The Newspaper Proprietors' Association, the Newspaper Society and the Periodical Trade Press and Weekly Newspaper Proprietors' Association recently asked the Postmaster-General to receive a deputation representing them. This request was refused.

RAISING MILK FUND

The Memphis Press-Scimitar sponsored on night of Jan. 25 its fourth annual Cynthia Milk Fund Ball. Proceeds of the ball are used to provide free milk every day in the year for sick and undernourished children.

PUBLISHERS ASK 20 P.C. CUT IN FREIGHT RATES

New Origin Groups Also Suggested by W. J. Mathey, A. N. P. A. Testifying in I. C. C. Investigation—Want to Keep Newsprint Mills in Operation, Counsel States—Table Submitted

CUTS in newsprint freight rates ranging from 15 to 20 per cent were asked of the Interstate Commerce Commission by newspaper publishers of the United States last week, when hearings opened in New York growing out of 20 complaints filed by the newspapers and Canadian newsprint manufacturers alleging "territorial discrimination" in rail and water charges. The publishers were represented by counsel and by W. J. Mathey, manager of the traffic department of the American Newspaper Publishers Association who was the chief witness. Mr. Mathey said that if the rates asked were allowed it would mean a yearly saving of $500,000 to New York City newspapers alone.

The Canadian manufacturers are backing the publishers in this plea for a reduction, and will submit their case as the hearings progress.

A table of suggested rates from various origin groups to New York city together with earnings under such rates as submitted by Mr. Mathey, is printed elsewhere on this page. The investigation will be national in scope and the next hearing is scheduled to be in St. Augustine, Fla., March 20, and to be followed by a third in Chicago, April 10.

It was the contention of the newspaper publishers that freight rates on newsprint from mills in eastern Canada, New England, and New York state to New York city are 20 to 30 per cent higher than rates for the same commodity on western trunk lines from mills in Minnesota, Wisconsin and the adjacent Canadian territory to Chicago. Rates for the east on the same level as those in the midwestern area as advocated would mean a reduction of 11½ cents per cwt., in the freight rate from Grand Mere, Canada to New York City, approximately 450 miles, while the rate from Woodland, Me., approximately 530 miles, would be 25 cents instead of 29 cents per cwt.

A point emphasized by the publishers in presenting their case was stated by Parker McCollester, of A. N. P. A. counsel, when the origin groupings were under consideration. Both the mills and the publishers want the grouping system maintained, rather than individual rates, because were rates based on milage it is claimed small mills further away from the consumers would be forced out of business.

"Publishers are primarily interested in the maintainance of a rate relationship with the carriers which will enable Canadian mills to continue in business and supply the newspapers with an adequate amount of newsprint paper," Mr. McCollester said. "The newspapers, therefore, advocate a reasonable maximum on newsprint freight rates, rather than a rigid maximum and minumum, because various factors enter into the newsprint industry which must be taken into consideration in any freight rate making, such as foreign competition."

Mr. Mathey expressed the opinion that the present origin system was wrong, in that groups were too large for the milage involved. He suggested nine re-arranged groups with other Canadian points to be grouped as at present. The groups suggested by Mr. Mathey were presented as Niagara Falls, Carthage-Norwood, Corinth-Cohoes, Turners Falls, Wilder, Berlin, Millinocket, Woodland, and Ottawa-Grand Mere.

The second day of the hearing opened Jan. 18 with a suggestion from J. B. Campbell, presiding commissioner, that the freight carriers make a definite proposal for newsprint rates between Canada and the United States. Mr. Campbell had made the same suggestion previously, and Earl C. Calhoun, counsel for the eastern trunk lines, again said the railroads were unprepared to make such a proposal.

Mr. Calhoun asserted the proposal could not be considered before the publishers withdrew claims amounting to approximately $1,000,000 as reparations they sought to account for what was termed discriminatory rates charged for two years prior to October, 1917, when the claims were filed for refunds of 15 per cent of $6,000,000 they claimed was paid on newsprint freight charges during the two years. Commissioner Campbell said he could see no reason why the fixing of rates for the future should depend on claims growing out of rates charged in the past.

Questioned by Mr. McCollester, Mr. Mathey declared that newsprint users were entitled to special consideration in freight rates for several reasons—namely, the newsprint was of low value; that damage claims were negligible; that shipments of newsprint provide a steady volume of traffic; that there were heavy loadings and quick unloadings of cars hauling newsprint, all tending to increase the income of railroads. Mr. Mathey gave statistics to show that New York state consumed 23 per cent of the newsprint carried by the railroad defendants in the investigation. The state receives, he said, 11,000 carloads from eastern Canada, 3,000 from New England and 2,000 from points in the state.

The A. N. P. A. traffic manager also furnished figures to show that the rates as now fixed were unequal. He pointed out that rates from the Carthage group to New York, a distance of 298 miles was 25 cents per cwt., the same rate charged for shipments from Manistique, Mich., to Waterloo, Ia., a distance of 542 miles or almost double that of the Carthage group. The distance between Niagara Falls to New York and Merrill, Wis., to Springfield, Ill., was practically the same, but the rate for the former was 26.5 cents, and the latter, 22.5.

Mr. Mathey declared that a "reasonable" rate would be 80 per cent of the Central Freight Association's sixth-class rate, which is based partly on mileage and partly on designated shipping group points. The Central Freight Association comprises the territory bounded by the Mississippi river on the west, the Ohio river on the south, a line cutting Pittsburgh and Buffalo on the east and the Great Lakes on the north.

When hearings were resumed Saturday morning J. D. Green, traffic manager of the Iroquois Falls Pulp and Paper Company testified that at the present price of newsprint to consumers his company couldn't sell at a profit even if freight rates to New York were reduced to 10 cents. His mill, he said, had been converted to making wallpaper instead of newsprint.

Commissioner Campbell, giving notice of the next hearings to be held in St. Augustine, warned that he would overrule all objections advanced on technical grounds. He said he felt there was need for a revision of rates and wished the complainants to get a fair hearing.

Mr. Mathey's testimony was given for the A. N. P. A., the Publishers Association of New York City, the New York State Newspapers Publishers Association, the Pennsylvania Newspaper Publishers Association, the New England Daily Publishers Association, and the Inland Daily Press Association, comprising in all 647 dailies and 119 weeklies.

As part of his exhibit, Mr. Mathey showed that during 1927 three hundred and sixty-eight newspapers received a total of 72,669 cars of newsprint with a total weight of 1,840,832 tons. Out of the total shipment the loss and damage claims amount to $67,542.36, or only 92.9 cents a car or 3.7 cents a ton. The claims represent .599 per cent of the total freight revenue, which was $11,278,484.99. Mr. Mathey had figured the average revenue per car at $155.09 and per ton at $6.13.

Shipments of newsprint by water amounted to 181,659 tons in 1927. The charge for water shipments is one cent a ton cheaper than by rail and the publishers are asking that whatever revision of rates results from the hearings that this difference be maintained.

FREIGHT RATES ON NEWSPRINT TO N. Y. AS SUGGESTED TO I. C. C. LAST WEEK

SUGGESTED rates from various origin groups to New York City together with earnings under such rates follow:

From Group	Average Mileage	Suggested rate	Basis	Earnings Per ton mile Mills	Earnings Per car mile Cents
Niagara Falls	411	21c	A	10.2	25.5
Carthage-Norwood	336	19	A	11.3	28.3
Corinth-Cohoes	183	16	A	17.5	43.8
Turners Falls	172	15.5	A	18.0	45.0
Wilder	269	18.5	B	13.8	34.5
Berlin	351	20.5	B	11.7	29.3
Millinocket	471	22.5	C	9.6	24.0
Woodland	586	25	B	8.5	21.3
Ottawa-Grand Mere	455	22.5	B	9.9	24.8
St. Raymond	550	24.5	D	8.9	22.3
Jonquiere	697	27.5	D	7.9	19.8
Beaupre	549	25	D	9.1	22.8
La Malbaie	613	26.5	D	8.6	21.5
Bathurst	788	28.5	D	7.2	18.0
Thorold	424	22.5	C	10.6	26.5
Sturgeon Falls	660	29	D	8.8	22.0
Iroquois Falls	868	32.5	D	7.5	18.8
Espanola	757	29.5	D	7.8	19.5
Sault Ste. Marie	894	36	D	8.1	20.3
Kapuskasing	959	33.5	D	7.0	17.5

BASES

A—80% of C. F. A. Zone A 6th class rate.
B—80% of Anderson Zone A 6th class rate or 5% higher than C. F. A. Zone A.
C—Same rate as from Ottawa-Grand Mere Group.
D—Same arbitraries over Ottawa-Grand Mere as in effect today.

N. Y. ADVERTISING CLUB HONORS WHALEN

Grover A. Whalen, Police Commissioner of New York, was guest of honor at a luncheon given by the Advertising Club of New York in the Hotel Astor, Jan. 22. Gilbert T. Hodges of the *New York Sun* and president of the club presided. Photo shows Commissioner Whalen and Mayor James J. Walker with a group of prominent advertising and newspaper men.

HUNTER SUCCEEDS DUNN

Is Now Managing Editor of All Editions of Omaha (Neb.) Bee-News

Fred S. Hunter was this week appointed managing editor of the *Omaha Bee-News*, Hearst 24-hour daily and Sunday paper. He succeeds Ballard Dunn, resigned.

Mr. Hunter was formerly editor of the afternoon edition. He was for 10 years on the staff of the *Omaha Bee*, and has worked on newspapers in Kansas City and Chicago. His father was a newspaper man in Omaha. Mr. Dunn has not announced his future plans.

N. Y. POST ALUMNI ORGANIZE

Organization of the New York Evening Post Alumni Association was effected at a luncheon given at the Bankers' Club, New York, Jan. 18, by Emil M. Scholz, former publisher of the *Evening Post* in honor of Robert B. McClean, new general manager of Gannett Newspapers. Oswald Garrison Villard, editor of *The Nation*, and former president of the Evening Post, was elected honorary president. Mr. Scholz, now head of the World Wide Advertising Association, was elected president; Charles McD. Puckette, former Evening Post managing editor, now with the *New York Times*, was elected vice-president; R. B. McClean, general manager Gannett Newspapers, treasurer; and Theodore P. Seymour, American Newspaper Publishers' Association, secretary.

NEW POST FOR JOHNSTON

William Johnston, who left the *New York World* about two years ago, to become vice-president of the Celotex Company in Chicago, has recently been made vice-president of the Southern Sugar Company, of which B. G. Dahlberg, head of the Celotex firm, is president.

COL. JAMES ELVERSON JR. PUBLISHER OF PHILADELPHIA INQUIRER DIES

Preparing for the 100th Anniversary Issue of Paper When He Succumbs to Heart Attack in 60th Year—Was Noted as Yachtsman and Art Collector

COL. JAMES ELVERSON, JR., president of the *Philadelphia Inquirer*, died suddenly of a heart attack Jan. 21 in his apartment home in the tower of the publishing building of the paper left

Col. James Elverson, Jr.

him by his father. He would have been 60 next month.

Only a few days before his death he had planned a trip to Miami, Fla., where he and his wife with a group of friends intended boarding his new yacht, the Allegro, for a winter cruise through Caribbean waters.

It was revealed on Wednesday this week that, by the terms of the will of Col. Everson's father, the Inquirer will become the property of Mme. Eleanor L. Patenôtre of Paris, the Colonel's sister. She is the widow of Jules Patenôtre, former French Ambassador to the United States and has been vice-president of the Inquirer Company.

The elder Mr. Elverson, who died in 1911, directed in his will that the 2,747 shares of the Inquirer Company be held in trust and the income divided equally between his son and daughter. Colonel Elverson's salary as publisher was fixed at $50,000 a year under these terms.

"Upon the death of my said son, James Elverson Jr.," the will read, "I give and bequeath one-half of the shares of said stock to his lawful issue, his, hers or their heirs, and the other half to my daughter, Eleanor Louise Patenôtre, her heirs and assigns.

"In the event of the decease of my said son without leaving lawful issue to survive him, I give and bequeath the whole of the shares of the said stock to my said daughter, her heirs and assigns."

In the event that his daughter died without children, Mr. Elverson provided that her share should pass to Colonel Elverson. The latter left a wife but no children.

Col. Elverson was born in Philadelphia in 1869, the son of the late James Elverson and Sally Duval Elverson. His father had built the Inquirer to a success and the son carried the paper forward to greater prosperity.

James Elverson, Jr., had all the advantages of wealth. He was educated in schools in Philadelphia and Washington, and finished his education in Paris and Berlin. But he was not the pampered son of a millionaire. His father early made it plain he must win his own spurs. At 11, James Jr., was interested in stamp collecting, a hobby he continued even in later life.

"Why not go into the stamp collecting business?" his father asked him. The elder Elverson did not consider it wise to give his boy all the money he wanted to buy stamps, but he was willing and glad to have him earn the money for himself.

Thus at 11, James Jr., became the president and, indeed, the entire personnel of the Keystone Stamp Company of Philadelphia. His father gave him the use of a job press at the plant and on it the young boy printed all his circulars and other advertising matter he saw fit to use in promoting his business. The stamp company headed by the boy really became widely known among stamp collectors. It was a financial success and Elverson accumulated a very valuable collection for himself. At the same time, working after school on the job press, he was becoming acquainted with the rudiments of the business he was to make his life work.

When Elverson Jr., returned from Paris in his early twenties his father decided he had enjoyed a scholar's leisure long enough and put him to work on the Inquirer. He first solicited advertising for the paper and later became a reporter. With Anthony J. Drexel Biddle and other wealthy Philadelphia boys of the day whose fathers also believed in having their sons work for a living, Elverson formed a sort of *Latin Quartier* in Philadelphia. These boys were as financially limited all the time as are the majority of young men beginning in business.

Col. Elverson worked up slowly through all departments of the paper. His position as publisher was won on merit as well as inheritance. H. E. Blackman, a member of the Inquirer's staff, referred to usually as "Col. Elverson's right hand man," once said of his chief in an interview with EDITOR & PUBLISHER:

"He knows more about the business than anyone he employs. He likes it all. He really enjoys it. He is a thoroughgoing, far-seeing, venturesome newspaper publisher."

When Col. Elverson's father died in 1911, the son succeeded to the presidency of the Inquirer. It was as a memorial to his father that Col. Elverson built the $10,000,000 home of the Inquirer in 1925, unique in many particulars, but chiefly for the fact it is a huge manufacturing plant, office building, and publisher's home combined and that it is "built on air." The Elverson Building straddles the Philadelphia and Reading freight yards that run under Broad street, Philadelphia. The theory behind the choice of location was that the plant would be a combination paper storehouse and producing site, and it was declared that in the first year of operation $100,000 had been saved in the cost of paper storage alone. Beneath the Elverson Building is a railroad siding, capable of holding a train of 11 freight cars and the lower floors permit storage of a large advance of newsprint supplies.

Col. Elverson's chief interest in life was in the direction of the paper which, from a weak and struggling journal in 1889, had grown to be one of the most influential dailies in the east.

In all of the municipal reform movements which have been launched in recent years, he contributed his personal influence and that of his paper.

Not only was Col. Elverson active in the affairs of his own particular field, however. He was an ardent patron of the arts, and possessed a large and rare collection of paintings and *objets d'art* which he had collected through the years.

Upon his removal from his former town residence, 2028 Walnut street, to the Elverson Building upon completion of that structure early in July, 1925, he moved his entire collection. Many of the paints were hung in the corridors and offices of the building, free to be seen by the general public, making the building one of the unique business structures of the country.

Col. Elverson also was an enthusiastic yachtsman, and at the time of his death was the owner of two yachts and a houseboat, the latter, the Golden Days, being used by Mrs. Elverson and himself for the entertainment of guests during the winter in Florida. He spent the summer months at his home in Huntington, L. I. He was a member of the New York Yacht Club, and at one time was commodore of the Larchmont Yacht Club.

Although a stout proponent of the principles of the Republican party, as had been his father, he chose not to be known as a politician. He was privy to their councils, and was a delegate to the Republican National Conventions in 1916, when Charles Evans Hughes was nominated for the Presidency; in 1920, when Warren G. Harding was the party's choice; in 1924, when Calvin Coolidge was nominated, and in 1928, when he was one of the most vigorous of the group demanding that Herbert Hoover should be nominated for the Presidency. His vote was recorded for General Leonard Wood in the 1920 convention in compliance with a personal pledge given to the General.

Col. Elverson's activity in the interests of the Hoover candidacy he personally regarded as the most significant step in his life. Not only was he personally an ardent supporter of the Secretary of Commerce, but also his paper, the Philadelphia Inquirer, was among the very first of the great national dailies to urge that candidacy.

He was a man of boundless energy. To any cause or any program in which he became absorbed, he gave his complete and undeviating attention.

Just as his father, in the face of adverse criticism, censure and even derision, had clung stubbornly to his defence of the idea of a great municipal parkway, so Col. Elverson fought for the erection of the Art Museum, which reached a degree of completion before his death. He was one of the increasingly larger group of citizens who believed that the Art Museum represented an investment upon which no sum too large might be expended, and which in the future would many times repay whatever outlay had been made upon it. He lived to see his faith vindicated, as thousands upon thousands of visitors, many from distant points, thronged the one finished wing of the gigantic project.

In 1895 Col. Elverson married Eleanore Mayo, one of the most beautiful and talented actresses on the American stage at the time, and daughter of the late Frank Mayo, actor and playwright.

Beside his wife, Col. Elverson is survived by a sister, Madame Eleanor L. Patenotre, widow of M. Jules Patenotre, former Ambassador to the United States from France. Her two children are Raymond Patenotre, a member of the French Chamber of Deputies and a frequent visitor in Philadelphia, and the former Constance Yvonne Patenotre, now the Countess de Castellane. Countess de Castellane is the wife of Count Boni de Castellane, until six months ago French Ambassador to Berlin. He is now a member of the French diplomatic corps in Paris.

At the time of his death Col. Elverson was engrossed in the preparation of plans for the celebration of the one-hundredth anniversary of the establishment of the Philadelphia Inquirer, the newspaper having issued its first edition on June 29, 1829.

He obtained his military title from having served with the rank of Lieutenant Colonel on the staffs of four Governors of the Commonwealth of Pennsylvania, Daniel H. Hastings, William A. Stone, Edwin S. Stuart and John K. Tener.

The funeral was held Jan. 22 at 2 o'clock from his home in the tower of the Elverson Building. Rev. Dr. David M. Steele, rector of the Church of St. Luke and the Epiphany, officiated.

Interment was made in the family mausoleum in Laurel Hill Cemetery overlooking Fairmount Park, where both his father and mother are buried.

NEW YORK LINAGE FOR 1928 SURPASSED 1927

TOTAL advertising volume in New York daily newspapers during 1928 was slightly in excess of the 1927 total, 173,852,367 lines having been printed in 1928 as compared with 173,539,955 lines the previous year, an increase of 312,412 lines.

The figures, as compiled by the Statistical Department of the *New York Evening Post* follow:

Pages 1928	Pages 1927		Percentage of Total Space	1928	1927	Gain	Loss
15,538	15,596	American	7.1	12,426,317	12,680,116	.....	253,799
20,768	19,800	Herald Tribune....	11.3	19,707,974	19,133,684	574,290	.....
27,590	25,570	Times	17.7	30,838,954	29,710,606	1,128,348	.....
14,636	14,636	World	8.1	14,132,256	15,448,876	.....	1,316,620
8,488	10,550	*Mirror (Tabloid)..	1.2	2,067,602	3,138,857	.....	1,071,255
20,596	18,796	News (Tabloid)...	6.0	10,444,164	9,311,191	1,132,973	.....
10,800	11,758	*Evening Graphic...	1.9	3,136,768	3,287,544	.....	150,776
14,112	13,598	*Evening Journal...	8.1	14,071,810	14,011,546	60,264	.....
9,726	9,924	*Evening Post.....	3.2	5,559,968	5,505,890	54,078	.....
9,872	9,356	*Evening World....	5.7	9,957,186	9,891,749	65,437	.....
13,446	12,936	*Sun	9.6	16,638,920	16,525,102	113,818	.....
7,368	7,756	*Telegram	3.3	5,788,054	6,063,903	.....	275,849
15,156	14,360	Brooklyn Eagle....	10.7	18,506,860	17,282,915	1,223,945	.....
8,430	8,800	Brooklyn Times....	3.2	5,540,072	6,087,186	.....	547,114
6,752	5,906	Standard Union...	2.9	5,035,462	5,460,790	.....	425,328
203,278	199,332	Totals		173,852,367	173,539,955	312,412 Net Gain	.....

*No Sunday edition.

	1928	1927	1926	1925	1924	1923	1922
American	12,426,317	12,680,116	13,112,851	14,183,094	14,906,698	12,977,964	11,211,662
Herald	.....	.....	.....	.....	‡‡2,355,910	11,067,210	11,947,256
Herald Tribune	19,707,974	19,133,684	18,785,853	16,525,824	13,306,960	9,590,400	9,396,416
Times	30,838,954	29,710,606	29,788,828	28,200,444	26,283,924	24,101,226	24,142,222
World	14,132,256	15,448,876	17,658,831	17,237,062	16,858,354	17,370,838	17,244,090
Mirror (Tab.)	2,067,602	3,138,857	3,699,719	3,926,302	1,875,438	.....	.....
News (Tab.)..	10,444,164	9,311,191	7,881,770	6,832,472	5,850,580	4,392,034	3,348,350
Eve. Graphic..	3,136,768	3,287,544	3,699,155	2,186,676	.....	.....	.....
Eve. Journal..	14,071,810	14,011,546	14,758,009	15,057,218	14,561,374	13,011,766	11,789,500
Eve. Mail....	.....	.....	.....	.....	††612,782	6,568,024	5,938,340
Eve. Post.....	5,559,968	5,505,890	5,181,281	5,059,968	4,434,416	4,135,756	3,878,688
Eve. World...	9,957,186	9,891,749	9,842,432	8,921,428	7,928,134	8,258,736	8,673,406
Globe	.....	.....	.....	.....	.....	‡3,825,302	7,306,734
Sun	16,638,920	16,525,102	16,245,237	14,705,916	13,268,308	10,689,292	9,620,816
Telegram	5,788,054	6,063,903	5,803,533	6,655,486	8,805,720	7,035,650	6,862,302
B'klyn Eagle.	18,506,860	17,282,915	17,899,284	16,718,464	16,659,944	15,783,676	15,382,124
B'klyn Times.	5,540,072	6,087,186	6,982,716	5,255,662	4,696,516	4,136,330	3,474,612
Standard Un..	*5,035,462	5,460,790	5,611,732	6,365,280	7,275,066	7,481,310	7,785,230
Totals....	173,852,367	173,539,955	176,951,231	167,831,296	159,680,124	160,425,514	158,001,748

††Telegram and Mail combined January 28, 1924; name changed to Telegram May 18, 1925.
‡Sun and Globe combined June 4, 1923; name changed to Sun, March 10, 1924.
‡‡Herald and Tribune combined March 19, 1924.
*Sunday publication discontinued September 2, 1928.

PAPER COMPANY MOVES

The general eastern offices of Kimberley-Clark Corporation have been moved from 51 Chambers St., New York, to the new Chanin Building, at 42nd st. and Lexington ave. The new offices were opened for business Jan. 21. The company's new phone number is Caledonia 5828.

Y. TELEPHONE CONFERENCE PRESENTS DRAMA OF CLASSIFIED SELLING

ood and Bad Solicitation Depicted in Clever Skits—Basil Smith Outlines Dramatic Future of Classified Advertising —Three-Day Conference Well Attended

OMING to New York this week, more than 80 delegates to the Telephone nference held under the auspices of e Association of Newspaper Classified dvertising Managers, witnessed the ama of classified selling, produced for em by employes of the New York lephone Company.

Good and bad classified solicitations ere defined for delegates in playlet rm during one of the three-day conention sessions, all of which contained mulating stories of sales experiences ld by classified managers and telehone supervisors sent from their papers exchange ideas on telephone selling.

n outstanding contribution to the conention came from Basil L. Smith, presient of the Basil L. Smith System, Inc., ho spoke on "Classified Management's esponsibility in Modern Newspaper Deiopment."

As master of ceremonies for this eek's "classified show," Charles W. orn, *New York American*, presided, hile J. A. Finneran, *New York Times*, resident of the national association, ept discussion moving steadily along lea-producing channels.

Three different playlets were put on telephone company employes. They ere written by members of the Classied Advertising Managers Association of ew York, who obtained material from ut-of-town managers. One of the skits howed incorrect and correct telephone olicitation of a man with a store to sell. The girl calls up the hard-boiled busiess man and finds out he wants to to ell the store. In the incorrect solicitaion, the solicitor then proceeds:

SOLICITOR—"This is Miss Ford of the *Dispatch* speaking and I noticed your d in the *Advocate* this morning—won't ou let me run that ad for you in the Dispatch. With our great evening and Sunday circulation I know that we will e able to help you sell your business. Do you realize Mr. Thompson, that there are an awful lot of people that you cannot each unless you try the Dispatch?"

ADVERTISER—"No, I do not believe I will—I have several good prospects at present and I think that my present advertising will prove satisfactory, thank you.

SOLICITOR—"But, Mr. Thompson, just think, for only $7.25 I could run that ad for you for seven days and that would practically assure the salability of your store."

ADVERTISER—"I'm sorry, but I can't afford it right now—I may consider it after a week or so."

SOLICITOR—"Should I call you back in a week then?

ADVERTISER—"That will be all right."

SOLICITOR—"Thank you—good-bye."

ADVERTISER—"Good-bye."

Laughter greeted this show of willingness to take no for an answer, while the girl who knew how to increase classified linage was applauded. When she is told by the advertiser that he has several prospects, she insists:

SOLICITOR—"Prospects don't mean anything, Mr. Thompson, until they have made a payment on your store.

ADVERTISER—"Well, I am not in any hurry. My ad is still running in the Advocate."

SOLICITOR—"Why not advertise in the Dispatch as well? You will reach an entirely different group of readers who do not know that your business is for sale."

ADVERTISER—"I don't believe that people would read the Dispatch for Business Opportunity advertising. You may be all right for Business Service or Help Wanted, but the Advocate runs more Business Opportunity advertising than you do.

SOLICITOR—"Mr. Thompson, you are interested in selling your store. At present, you are reaching less than one half of the possible market. For a small amount, I can place your ad before 116,000 Dispatch readers daily and 162,000 on Sunday. We have the largest evening and Sunday circulation of any paper in the state. Certainly you cannot afford to ignore these readers. Let me start your ad tomorrow.

ADVERTISER—"No, I don't believe I care to run in two newspapers at present; perhaps later.

SOLICITOR—"Mr. Thompson, you want to dispose of your store, don't you?

ADVERTISER—"Yes."

SOLICITOR—"Then let me assist you in writing an ad that will bring results. In the first place you say 'A real bargain,' but mention no price. I think that's important. How much are you asking for the business?"

ADVERTISER—"Ten thousand dollars cash."

SOLICITOR—"Suppose we say 'Sacrifice $10,000 cash' instead of 'A real bargain.' Another point, Mr. Thompson, you say, will consider trade, but you don't mention any preference. What kind of proposition would you consider?"

ADVERTISER—"Well, I would like to get a going garage business is possible.

SOLICITOR—"Then I'd certainly state that in the advertisement. Now, let me read you the revised copy the way I have it: Meat market, grocery produce business, close to city, main highway. Profitable business $1,250 stock, fixtures of all three lines, sacrifice $10,000 cash or consider trade, garage business. Kellogg—6840.' How does that sound?

ADVERTISER—"I think I like that."

SOLICITOR—"The copy is just five lines. I will start your ad in tomorrow's paper for you, Mr. Thompson, and it will cost only $8.05 for the entire week.

ADVERTISER—"Well, go ahead; I'll let you try it for me."

SOLICITOR—"Thank you, Mr. Thompson, I will keep in touch with you, although if I can be of service to you at any time, please do not hesitate to telephone me."

Dramatic statements on the functions of classified advertising were made by Mr. Smith.

"Classified advertising 'commonizes' commerce, by making business introductions easy and at the lowest advertising cost," Mr. Smith declared. "It is easier and less costly to increase an even hundred-fold the 'advertisement-reading' habit of the established circulation of a newspaper than to double the circulation of the paper. The results in increased advertising revenue will be the same.

"Equalized compensation to the readers, to the advertisers and to the newspaper establishes a successful classified medium. All compensation is based upon some form of service.

"Classified advertising is a public service—or it is nothing.

"It satisfies the definite needs of readers and satisfies them directly and conveniently—or it is a failure. It is ready reference advertising. It is a catalogue service in the filling of the needs of everyday life. It is a community market place and bulletin board. By its very nature it should be all these things. And in living up to them it shows its fitness for winning the revenue and prestige that are the rewards of the successful medium.

"Boiled right down to essentials, classified advertising is fact-advertising. Perfectly indexed, perfectly catalogued facts, and plenty of them—there you have classified advertising that is qualified to meet the most exacting service demands of all the readers who consult it."

The program was opened Jan. 21 by President Finneran. Delegates were welcomed to New York by Joseph D. Sullivan, assistant business manager of the *New York World*. Technical points on the best methods of using the telephone to increase sales were brought out by H. C. MacDonald, director of classified of the Scrippt-Howard Newspapers and J. George Frederick, author of "Selling by Telephone." Genevieve Cooper, instruction expert of the New York Telephone Company, declared telephone companies in the various cities of the country will gladly co-operate with newspapers in training telephone solicitors. High-pressure telephone solicitation carried to the point of annoyance was scored by James McGovern of the *Albany Knickerbocker Press and News*.

Other speakers included W. F. Schmidt, general commercial representative of the New York Telephone Company; W. H. Hershey, *Cincinnati Enquirer*; Charles Winters, *Chicago Daily News*, and Oscar Schenk, *Chicago American*.

For entertainment, the delegates attended the annual dance of the *New York Herald Tribune* Tuesday evening, while on Wednesday they saw "The Red Robe," Broadway musical show, and visited the Cotton Club, Harlem night resort. James W. Brown, publisher of EDITOR & PUBLISHER entertained the men delegates at the New York Athletic Club for lunch on Jan. 22, while the women were luncheon guests of EDITOR & PUBLISHER at the Waldorf Astoria Hotel.

Delegates to the conference included: R. E. Ballou, *Peoria Star*; O. S. Wespe, *Louisville* (Ky.) *Courier-Journal*; J. A. Finneran, *New York Times*; R. W. Stephenson, *Easton* (Pa.) *Eastern Express*; Alvin A. Samuels, *New York*

(*Continued on page XXII*)

Delegates to telephone conference of Association of Classified Managers held in New York this week, photographed on roof of Manger Hotel

NO RECORDS KEPT AT 1928 MEETING OF UTILITY PUBLICITY DIRECTORS

Stenographic Report of Proceedings Dispensed With Last August—Speakers Declared the Great Work of Informing Public Must Go On

By GEORGE H. MANNING

Washington Correspondent of Editor & Publisher

WASHINGTON, D. C., Jan. 24.—A cautious but unrepentant gathering of "public utility information directors" met in Grand Beach, Mich., last August, following revelations of their practices by the Federal Trade Commission, and reiterated their policy of using the newspapers, the schools, and other media for the dissemination of their "information" on electricity, gas, street railways, and telephones.

This was brought out in exhibits placed before the commission on Jan. 18.

Unlike other gatherings of the power propagandists, this meeting kept no minutes, and made no stenographic reports of its discussions.

However, a few cautious speches were mimeographed or printed and sent to those present at the meeting. These speeches reiterated the necessity for power publicity work, insisted that all material sent to newspapers be really "news," and impressed the public utility information men with their responsibility and importance. The speeches thus recorded were placed in the Federal Trade Commission's record of its investigation of power propaganda.

H. M. Lytle, vice-president of the Chicago Rapid Transit Company, spoke at this meeting, which began on Aug. 27, 1928.

"The utility industry is sold on its duty to give the fullest information to the public," Lytle told the men hired to disseminate the utilities' information.

Propaganda accounts for only about one-twentieth of the National Electric Light Association's million dollar budget, H. T. Sands, vice-president of the Electric Bond and Share Company told the conference. He stated, however, that 25 per cent of the association's budget goes to the divisional offices. He did not state whether the part of that 25 per cent devoted to publicity by the divisional offices was included in his estimate of one-twentieth of the budget" devoted to publicity.

Martin J. Insull, vice-president of the Middle West Utilities Company, told the same meeting:

"The public must be informed regarding these fundamental problems of the utility business in order that there may be a sympathetic attitude on their part toward the utilities. This sympathetic attitude is very necessary in order that the utility business may run along smoothly in particular communities and in the various states and the nation. It is even more necessary if the utilities are to be able to secure the money required for their future development, as this money, in the final anaylsis, must come from the public as has all the money invested in the utility business."

Insull urged that "customer ownership" be promoted, "not only as a means of raising money but also a means of developing better public understanding of the utility business."

Popular fiction as well as news, editorials, and feature articles engaged the attention of the utility publicity men, another exhibit revealed. An excerpt from the 1920 meeting of the National Electric Light Association, read into the record and identified by George F. Oxley, publicity director for the N. E. L. A., showed that M. H. Aylesworth, now president of the National Broadcasting Company, had protested to the editor of the *Saturday Evening Post* about the way a power magnate was portrayed in a serial, "All Wool Morrison," written by Holman Day and published in the magazine. An effort would be made to prevent such material from appearing in popular fiction in the future, Aylesworth said.

Questioned about what had since been done, Oxley said, "I think the wish was stronger than any action that ever could be taken in a thing like that."

Oxley described the serial as follows: "It was a full length novel by Holman Day on the Maine water power situation, afterwards published in book form, and one part of the noved dealt with a fictitious water power magnate who was trying to grab all the water power in Maine, and it was a very unfair picture of the electric light and power industry from our viewpoint."

No report was made on the response the editor of Saturday Evening Post made to the N. E. L. A.'s protest.

Horace M. Davis of Lincoln, Neb., former director of the Middle West Division of the National Electric Light Association was scheduled to testify before the Federal Trade Commission on Jan. 25.

LORENZ SENTENCED

Arthur F. Lorenz, former editor of the *Staats-Zeitung*, German language newspaper in Chicago, has been sentenced to 20 years imprisonment in the penitentiary in Leavenworth, by Federal Judge John B. Sanborn in St. Paul, Minn. He was found guilty on a charge of using the mails to defraud, in connection with another German language paper, the *Volks Zeitung*, in which he was a partner of C. A. Cochran. Investors in the northwest are said to have lost $2,000,000 in the Cochran-Lorenz enterprises. Cochran is now serving a 20-year sentence.

AUTO PUBLICITY BANNED

The *Wilkes-Barre* (Pa.) *News, Wilkes-Barre Record, Wilkes-Barre Sunday Independent* and *Wilkes-Barre Times-Leader* have discontinued publishing automobile publicity releases and illustrations, it was announced this week by the Wilkes-Barre Publishers' Association. The Wilkes-Barre papers recently banished radio programs from their news columns, and department stores started printing them in condensed form in paid space.

EDITORIAL WRITER HONORED

J. C. Sellers, editorial writer for the *Jacksonville* (Fla.) *Times-Union* and editor of the Farm and Live-Stock Record, was presented with a silver coffee service at the fifth annual press dinner given this week by the Orange County Chamber of Commerce. Arthur F. G. Crandall, of the *New York Evening Post*, was a speaker.

E. M. ALEXANDER JOINS MORNING TELEGRAPH

Resigns as Vice-President and Advertising Director of N. Y. Journal to Join J. A. Moore's Daily

E. M. Alexander has resigned as vice-president and advertising director of the *New York Evening Journal* to become general manager and treasurer of the *New York Morning Telegraph*. His successor had not been named as EDITOR & PUBLISHER went to press.

E. M. ALEXANDER

Around the first of the year Mr. Alexander made arrangements to purchase a substantial interest in the Telegraph and to become associated with Joseph A. Moore.

Alexander in 1910 entered the publication field as representative of the *Cosmopolitan Magazine*, later becoming advertising manager of *Harper's Bazar* and served several years in the Hearst magazine organization.

In 1917 he became associated with the *New York Tribune*, resigning the advertising managership of that newspaper in 1919 to become advertising director of the *Evening Sun*. Shortly thereafter Mr. Munsey purchased the *New York Herald and* Alexander became advertising director of both papers, serving in that capacity until he resigned in 1922 to return to the Hearst organization as advertising director of the New York Evening Journal. Later he was publisher of the *Daily Mirror* and following this was vice-president of the *New York American*. During the past year Mr. Alexander has been vice-president of the Journal.

AD MEN HOLD WINTER GOLF MEET

Left to right, Mr. W. D. Smith of New York, and Mr. Rodney E. Boone, national advertising manager for the Hearst publications in New York and Chicago, on the golf course at the Palm Beach Country Club, just before the start of their match in the semi-finals of the Winter Golf League of Advertising Interests last week.

PUFFS, OF COURSE, BUT "DELICATELY" DONE

Poor Dumb Newspaper Readers Won't Know the Difference Inter-Ocean Editor Solemnly Informs Other Syndicates

Frankly admitting that it is trying to get publicity for a number of commercial organizations, the Inter-Ocean Syndicate of Chicago and New York, is sending letters to feature syndicates offering articles containing puffs for its clients which the feature people may send out as part of their service. The syndicate offers these articles free and tells the feature services they may rewrite them in any way desirable as long as they retain the reference to its clients.

The letter, signed by W. N. Burns, editor-in-chief of Inter-Ocean Syndicate, follows:

"I will tell you frankly that they are all publicity stories. But the publicity idea is dropped in so delicately that I believe few newspaper readers would recognize them as publicity stories.

"Our stories on tea, for instance, deal merely with the refreshing effects of tea, how to serve tea, etc. In our beauty stories, the only publicity is the mention of Helena Rubinstein or Natalie Thurston as our beauty authority. Helena Rubinstein is in fact, as you know, one of the world's greatest authorities on beauty. If a series of beauty stories by Helena Rubinstein or Natalie Thurston would appeal to you, we would be glad to prepare such a series for you exclusively and also furnish pictures.

"We are doing an interesting series of stories on candy, its food value, its energy value, its place in a balanced diet, etc. You may or may not like these stories but the publication of them would do us no good unless the name of Bunte Brothers were retained.

"Our stories on sugar cover practically every angle of the subject including diet stories, the value of sugar beets as a crop to the American farmer, the tariff situation, etc.

"We also do publicity for the Canadian Pacific Railway and the Sinclair Oil Corporation and a number of other accounts. The Canadian stories deal with farm conditions and industrial development in Canada, the Sinclair stories with good roads, tourist traffic, and the oil business in its various angles.

"If any of our stories would interest you, they would of course cost you nothing and you would be privileged to use them in any form you saw fit, even to the extent of rewriting them as long as you left in the name of the phrase that would be of value to us in our publicity work.

"Will you be kind enough to let me have your answer at your earliest convenience."

DAILY 70 YEARS OLD

The 70th anniversary of the *Waterloo* (Ia.) *Courier* was observed Jan. 18. The paper was founded as a weekly in 1858 by William H. Hartman and has remained in the Hartman family to the present day. John C. Hartman, son of the founder, is the present publisher. On Dec. 13, 1890, the Courier became a daily, and in May 1908, Arthur W. Peterson, formerly of the *Minneapolis Tribune*, bought a block of stock and became general manager and secretary of the paper. He was succeeded after his death, five years ago, by Jackson McCoy the present general manager and secretary.

L. A. DISTRICT PAPERS UNITE

Thirty-two editors and publishers of community newspapers within the Greater Los Angeles territory have formed an organization known as the Associated District Newspapers of Los Angeles.

VIRGINIA A. P. ELECTS

Henry D. Perkins, managing editor of the *Norfolk* (Va.) *Ledger-Dispatch*, was re-elected president of the Virginia Association at its annual meeting in Richmond last week.

OPHIE IRENE LOEB DIES AT 52; AIDED CHILDREN THROUGH PRESS

oted Newspaper Writer and Social Service Worker Had Been on Staff of New York Evening World Since 1910—Recently Named by League of Nations

OPHIE IRENE LOEB, social service worker and writer who fought for the ion's children through the columns of e press, died at New York hos- al, Jan. 18, er a lingering ess. She was Of her some- e once wrote: "She came to w York and uld have made million dollars, t she made a llion friends in- ead."

SOPHIE IRENE LOEB

It was through e *New York ening World*, hich she joined 1910, that Miss Loeb did her greatest rk and made her million friends. In years on that paper, backed by John Tennant, managing editor, she ac- mplished remarkable and widespread forms for the benefit of children. She entually became president of the Child elfare Association, through which she mpaigned successfully in virtually every ate of the Union for a widow's pension w or a mother's assistance fund, allevi- ing distress among poor children.

"The biggest thing newspapers can do oday," she once declared to EDITOR & PUBLISHER, "is to fight for the elimina- ion of poverty among children in their ities."

Through the Evening World, Miss Loeb was, however, behind many cam- paigns other than those directly concern- ng child welfare. It was her efforts and riting which put through the moving icture ordinance in New York, making he movie theatres safe and sanitary; the axi law, that reduced the rates less than ne-half the price, made them more plentiful, and eliminated the private hack stand extortions; the penny lunches in public schools; the play streets; the onding law that made every chauffeur insure his cab for the protection of women and children; the theatre ticket law that limits the selling of tickets to 50 cents above the box office price; the use of school buildings for community centers; the maternity bill, empowering authorities to use funds for prenatal and maternity care.

Miss Loeb was born in Russia on July 4, 1876, and was brought to the United States at the age of 6 years. She turned early to writing and to the work of up- lifting humanity. She began her most intensive child welfare work about twenty years ago, when she went into the homes of widows in the congested parts of New York.

Desiring to learn facts from first-hand interviews, she asked the women just what they felt might be the best means to aid them. She proceeded on the principle that the best solution of the problem was the maintenance of the home, thus keeping the children from the orphan asylums. She continued her in- vestigations and, after much writing and speaking, was instrumental in having ap- pointed a commission to study the situa- tion.

In 1913 the New York State Commis- sion for the Relief of Widowed Mothers was appointed. Miss Loeb was a mem- ber. After a tour of Europe studying the relation of the state to this class of dependents, she made an extensive report which was submitted to the legislature in 1914.

For three years previously she had led a campaign at Albany, and finally a law was passed permitting the state to grant allowances to widowed mothers in their homes. In conformity with that law a State Board of Child Welfare was appointed in 1915, with an administration in every county of the state. For many years Miss Loeb was active as president of this board. During her long tenure of office the annual appropriation to aid the widows was increased from $100,000 to more than $5,000,000. She also led a vigorous campaign to obliterate from legislation the word illegitimate when re- ferring to children born out of wedlock. Miss Loeb made her European studies of social conditions in England, Scotland, France, Switzerland, Germany and Den- mark.

"Home Life for Children as Against Institutions" was the topic of one of her campaigns, which was endorsed in a reso- lution at the First International Child Congress in Geneva, held in 1926. Vari- ous members of welfare organizations, as well as public officials, have credited her with having obtained more construc- tive welfare legislation than any other woman in the United States.

As a member of the New York State commission to codify the child welfare laws, Miss Loeb assisted actively in ob- taining the enactment of many measures in the interest of children. She never received pay for her work, and she al- ways declined to run for public office, although often importuned to do so.

She was the first woman appointed as a mediator in a strike in New York. This was at the time of the trouble in the taxicab industry in 1917. She re- ceived full credit for the settlement of this problem. She was a member of the commission to regulate public vehicles and obtained the passage of an ordinance prohibiting the rental of hack stands in the streets. Miss Loeb was credited with being the guiding force behind the in- vestigation of the Public Service Com- mission in 1916, resulting in the appoint- ment of a new body.

Governor Smith praised her frequently for her welfare work, and State Senator W. H. Hodges of Florida called her "America's greatest mother," for her work in that state. She had also spoken before the Missouri legislature on child welfare and received a tribute from the lawmakers. She insisted that mothers' aid was not charity and sought to elimi- nate from legislation anything that might be construed as a stigma. More than forty states followed her leadership in the enactment of legislation pertaining to child welfare.

When Miss Loeb was asked by the League of Nations to assist that body in child welfare work, Miss Margaret Woodrow Wilson, daughter of the late President, and one of the directors of the Child Welfare Committee of America, said:

"She will bring to the League's humanitarian work a wealth of practical experience in planning, administering and permanently helping children in need."

Miss Loeb was an author as well as newspaper writer. She wrote "The New Jerusalem," "Palestine Awake," "Epi- grams of Eve," "Everyman's Child," "Century Fables of Everyday Folks," and numerous sociological articles and sur- veys.

Miss Loeb was the daughter of Sam- uel and Mary Carey Simon. She was graduated from the McKeesport (Pa.) High School. She was married on March 10, 1896, to Anselm Loeb of Pitts- burgh, from whom she was later di- vorced.

KANSAS PRESS ELECTS

John C. Mack of the *Newton* (Kan.) *Kansan*, was elected president of the Kansas Press Association in Topeka last week. Other officers elected: Charles H. Browne, *Horton Commercial-Head- light*, vice-president; J. H. Barley, *Wash- ington Register*, re-elected treasurer and O. W. Little, *Alma Enterprise*, re-elected executive secretary.

McCULLOCH SUCCEEDS MYERS

Commissioner Edgar A. McCulloch, who has been engaged in the conduct of the Federal Trade Commission's probe of the power industry, has been elected chairman of the Commission, succeeding Abram F. Myers, who resigned Jan. 15. Commissioner McCulloch will continue to conduct the Commission's investiga- tion of public utility company activities.

CAPPER HEADS I. A. A. ON-TO-BERLIN BODY

Other Committeemen to Be Named Next Week by President Young- green Who Sails for Visit to Germany Feb. 6

Appointment of Senator Arthur Cap- per, president of Capper Publications, Topeka, Kan., as chairman of the "On- to-Berlin" committee of the International Advertising Association was announced this week by President C. C. Young- green.

Mr. Younggreen is leaving New York Feb. 6, on the S. S. Leviathan to visit Paris and Berlin to make preliminary arrangements to I. A. A.'s 25th annual convention in the latter city in August. Before he sails he will announce other committee appointments. He expressed himself as particularly pleased with the acceptance of Senator Capper.

The I. A. A. president will confer with Etienne Damour, president of the Con- tinental Advertising Association, in Paris, and Mr. Damour may accompany him to Berlin. Mrs. Younggreen, who has been abroad for some months, will join her husband in Paris. Mr. Young- green has relatives living in Hamburg, Germany. He is of German parentage on his father's side.

At a dinner given by the League of Advertising Women of New York at the Advertising Club of New York, Jan. 22, Florence Dart, as vice-president of the Federated Women's Advertising Club, speaking for Hazel Ludwig of St. Louis, president, appointed Elsie Wilson of the American Radiator Company, chairman of the women's "On-to-Berlin" commit- tee. Miss Wilson is president, New York League of Advertising Women.

GROESBECK SELLS TO HEARN

Disposes of His Majority Interest in Agency to Partner

Kenneth Groesbeck, for the past seven years majority owner and president and treasurer of Groesbeck-Hearn, Inc., has sold out his holdings in this advertising agency to Alfred S. Hearn, who will continue the business under his own name.

Mr. Groesbeck, who is chairman of the New York Council of the American Association of Advertising Agencies, has not announced his future plans.

PERRY NAMES BEDDOW

Frank P. Beddow of Jacksonville, has been named foreign advertising manager for the John H. Perry newspapers, it was announced in Jacksonville Jan. 19 by Mr. Perry, publisher of the *Jackson- ville Journal, Pensacola News and Jour- nal*, and *Reading* (Pa.) *Times*. Mr. Beddow was connected for 19 years with the Jacksonville Journal, and its predecessor the *Florida Metropolis*. He will make his headquarters in Jackson- ville.

STATE HOUSE MEN ELECT

Wendell D. Howie of the editorial staff, *Boston* (Mass.) *Herald* has been chosen president of the Massachusetts State House Press Association with Bernard J. Doherty of the *Boston American* as secre- tary and Paul C. Ryan of the State House News Service as treasurer.

NEW BRAZILIAN DAILY

A new daily, the *Diario de Sao Paulo*, started publication Jan 5 in Sao Paulo, Brazil, under the direction of Rubens de Amarel.

MACFADDEN PLANNING NEW VENTURES

Clarence Hebb, Managing Editor of Brooklyn Times, Engaged to In- vestigate Plans for Future Expansion

Clarence A. Hebb will resign Feb. 1 as managing editor of the *Brooklyn Times* to join the staff of Macfadden Publica- tions, Inc., where, it was announced this week by Martin H. Weyrauch, secretary and treasurer of the *New York Evening Graphic*, he will devote himself to the investigation of several plans for expan- sion now under consideration.

No definite announcement was made re- garding the proposed publishing ventures of Bernarr Macfadden, other than that they were entirely apart from the Graphic, the *Automotive Daily News*, and other publications now issued. It was stated that Mr. Hebb's appointment did not im- ply any changes in the direction of the Graphic. It first became known that Mr. Macfadden was expecting to add to his publishing activities at a meeting of stockholders held at the Hotel Empire, New York, last week.

The fact that the new Graphic plant is not now being used to its full capacity has led to the belief that Mr. Macfad- den might issue other papers there be- sides the Graphic and Automotive Daily News using the available equipment. During the recent radio show he experi- mented with a *Radio Daily*.

Mr. Hebb has been managing editor of the Brooklyn Times for the past three years. He organized and installed the financial department of the Times in the summer of 1925. He was for eight years city editor of the *Brooklyn Eagle*, and was also financial editor of that paper at one time. He served the Eagle a total of 16 years. He was graduated from Cornell with an A. B. degree in 1902 and an M.A. in 1903.

CHANGES ON N. Y. GRAPHIC

W. E. Robinson Named Vice-President and Advertising Manager

W. E. Robinson, advertising manager of the *New York Evening Graphic* has succeeded W. I. Englehart as vice-presi- dent and advertising manager of the paper, it was announced this week. Mr. Englehart resigned Dec. 15. Coincident with this change, L. Marshall Green, formerly in charge of radio advertising for the *New York Daily News*, has been appointed national advertising manager.

N. E. McLaughlin, former advertising copy and plan man for the James F. Newcomb organization and account executive with E. T. T. Williams & As- sociates, has joined the promotion depart- ment of the Graphic as director of publicity.

C. W. DUNN TO SPEAK

Sustaining members of the International Advertising Association and their guests have been invited to a luncheon at the Commodore Hotel, New York, Feb. 4, at which Charley Wesley Dunn and Gordon C. Corbaley, will speak on "The Future of the Distribution of Advertised Grocery Products As Affected by the Grocery Trade Conference and the Van Camp Decision."

TO ENTERTAIN GANNETT

Frank E. Gannett, president of Gannett Newspapers, who recently added the *Brooklyn Eagle* to his newspaper organi- zation, will be guest of honor at the Ad- vertising Club of New York for luncheon Jan. 29.

DAILY QUITS RADIO

Declaring that the newspaper repre- sents "a specialized sphere of activity," the *St. Louis Globe-Democrat* recently announced its retirement from participa- tion and ownership in station KMOX, the "Voice of St. Louis." The Globe- Democrat was one of the organizers of the station, and, co-operated in its sup- port during its early days.

GOODRICH USING "SILVER FLEET" TO DRAMATIZE ITS TIRE ADVERTISING

Caravan of 15 Cars Making Tour of Country Heralded In Each City With Newspaper Space—H. R. Schaeffer Is Fleet Commander

AN attempt to "dramatize" automobile tire advertising in newspapers was launched Wednesday of this week when the B. F. Goodrich Rubber Company, manufacturers of Silvertown Cord Tires, started its "Silver Fleet" of 15 automobiles from New York on a nation-wide tour, that will take more than a year to complete at an estimated cost of $1,500,000. The tour will be accompanied by special newspaper advertising in cities along the route.

The "Silver Fleet," made up of 15 cars of various makes, left New York after a ceremony at City Hall, at which Mayor James J. Walker officiated and proceeded south. Its launching was heralded by 1,500-line and full-page advertisements in two evening and two morning papers. The fleet will cruise as far as Miami and turn west to the Pacific Coast, where it will assume a northerly course along the coast and will then zig-zag back to New York.

According to Phillip Kelly, advertising manager of the B. F. Goodrich Rubber Company, two 1,500-line advertisements will be used in newspapers in every city of over 100,000 population which the fleet visits, and in smaller cities four advertisements of 1,120 lines each will be used in co-operation with local dealers.

"We are tying up with the dealers in smaller cities," Mr. Kelly told EDITOR & PUBLISHER this week, "because we feel that they can advertise in newspapers without overshooting the mark. In large cities we will do all the advertising ourselves."

Mr. Kelly said that the "Silver Fleet" cruise is an attempt to get away from the old style of tire advertising.

"We spend about $1,000 per testing tire to test and wear them out under our regular testing plan," he said. "The 'Silver Fleet' will act as a test and a new source for advertising copy. We believe that newspaper advertising to be most effective should be timely, and the fleet will give us up-to-the-minute news to put in our copy. Advertisements will announce the coming of the fleet to every city, and additional advertisements appearing after the fleet leaves a city will tell and show in pictures what it did while there."

Mr. Kelly said that the operation of the "Silver Fleet" will cost approximately $200,000. This figure is exclusive of advertising expenditures.

An additional source of advertising revenue for newspapers is opened up, Mr. Kelly pointed out, in prospective additional space which may be used by the motor companies whose cars are being used. While there is no tie-up between the Goodrich Company and the automobile manufacturers, it is entirely probable that the manufacturers will use the tour as a source of special advertising copy, he said. One motor company, General Motors, Inc., has already requested a copy of the fleet's itinerary, Mr. Kelly informed EDITOR & PUBLISHER. In every city visited the individual cars will be placed on display.

The J. Walter Thompson Company handles the Goodrich account and will prepare the newspaper copy and two double-page spreads to be run in the *Saturday Evening Post*.

The fleet is piloted by 25 young college men who have spent a year at the Goodrich plant in Akron, O., learing tire construction and gathering sales experience. They are under the supervision of H. R. Schaeffer, formerly of the William H. Rankin Agency, who has been appointed commander of the fleet. There are 14 pleasure cars and one Mack truck in the caravan. An advance man, M. W. Conant, makes all arrangements for the reception of the fleet at stops along the route.

The drivers wear blue uniforms and caps and the body and wheels of every car are finished in silver paint. Elaborate instruction books have been issued to every member of the tour telling them how to pose for photographs, how to act toward the public and other necessary instructions.

The cars participating in the tour are: Auburn, Lincoln, Packard, Ford, Nash, Chevrolet, Pontiac, Oldsmobile, Buick, Essex, Studebaker, Chrysler, Hupmobile, Whippet and Mack Truck. All, except Auburn and Essex are equipped with at least one Goodrich Rubber product in addition to the tires.

The fleet has already travelled through Danbury, Conn., Poughkeepsie, Beacon and Newburgh, N. Y. and several other cities in a tryout cruise.

A. P. SENDS WOMAN TO ITS BERLIN OFFICE

Mary Bainbridge Hayden Assigned to News Staff in Germany—Left New York on S. S. Reliance Jan. 24—Covered Hoover

Assigned as a "straight news" and not a feature writer, Mary Bainbridge Hayden left New York on the S. S. Reliance Jan. 24 to join the Associated Press staff in Berlin. She fills the vacancy caused when Guido Enderis resigned and L. P. Lochner was promoted to chief of the bureau.

MARY B. HAYDEN

The trip abroad and the new assignment are in the nature of a celebration of Miss Hayden's first anniversary with A. P. She started with the organization a year ago this month, and has spent the whole time attached to the Washington staff. She covered Herbert Hoover's pre-election campaign and notification, journeying twice to California with the successful candidate. In Washington, she was the first woman regularly assigned by A. P. to a beat. She covered the navy beat, and also reported proceedings in the Senate and House.

Before joining A. P., Miss Hayden was preparing for a diplomatic career. She was educated abroad in Paris, Munich, Dresden and Venice.

On the way to Berlin, Miss Hayden is stopping off in the West Indies for a brief vacation with her father, Admiral Edward Everett Hayden, U. S. N., retired.

13 USE CORNSTALK PAPER

Cornstalk paper was used recently by 13 Nebraska newspapers to print one edition each. The newspapers were the *Central City Republican, Aurora Republican, Leigh World, York Republican, Hastings Democrat, Beatrice Sun, Scribner Hustler, West Point Republican, Seward Independent-Democrat, Fremont Tribune, Pilger Herald, Wahoo Wasp,* and *Stanton Register*.

ASSOCIATES HONOR INGLIS

Friends of Alexander Inglis, reporter on the *Pasadena* (Cal.) *Star-News*, presented him with a purse containing $350 in gold recently when he departed for England to join the *Manchester Evening News*. A silver cigarette case was also given him by William L. Blair, managing editor, in the name of the Star-News staff.

INVENTOR OF VACUUM TYPE-CASTING DEVICE

E. C. Lyons, *Portland Oregonian* machinist, whose vacuum type-casting device, described in last week's Editor & Publisher is claimed to eliminate air bubbles from type slugs.

ALBANY MEN ELECT

John F. Geis Named President of Legislative Correspondents' Group

The New York State Legislative Correspondents Association elected the following officers at a meeting in Albany, Jan. 17: President, John F. Geis, *Brooklyn Times;* Vice Presidents, William E. Lawby, *New York American,* Irwin Thomas, *New York Evening World;* Secretary, John C. Crary, *New York Sun;* Treasurer, George M. Janvrin, *New York Journal of Commerce.*

The board of trustees is composed of Edward C. Cuyler, *Utica Press;* George W. Franklin, *Troy Times;* George W. Herrick, *New York Morning Telegraph;* Harold P. Jarvis, *Buffalo Courier-Express;* George B. Snell, *Gannett Bureau;* Thomas C. Stowell, *New York Herald Tribune;* Albert L. Warn, *New York Times;* Peter J. West, *Syracuse Herald.*

DAILY TEACHING AVIATION

Los Angeles Times Giving Ground Instruction To 1,000 Boys

A free aviation school for boys has been inaugurated by the *Los Angeles* (Cal.) *Times* which is said to be the first of its kind in the country.

The school is conducted in co-operation with a commercial automobile school in Los Angeles. More than 1,000 boys have been enrolled. Instruction is given the youths in theoretical and practical branches of aviation, which include aviation motors, design, engineering and the theory of flying.

RATE SCHEDULE SUSPENDED

Schedules proposing to reduce the present rail rate on newsprint paper in carload lots from 38.5 to 27 cents per 100 pounds, on shipments from New Orleans, La., to Shreveport and Bossier City, La., applicable on imports and coastwise traffic, have been suspended by the Interstate Commerce Commission until Aug. 19, next. The schedules were filed with the Commission by the Louisiana Railway and Navigation Company.

EDITOR AIDS SCHOOL

A gift of $25,000 to the Semi-Centennial Fund of the University of Southern California has been received from Ernest P. Clarke, editor of the *Riverside* (Cal.) *Daily Press* and member of the State Board of Education and a trustee of the university.

$9,000 SPENT SO FAR O "GUMP" LIBEL CASE

MacDonald Dewitt Argues for N. Daily News Against Motion of Hoag's Attorney to Dismiss Actions Without Cost

Upwards of $9,000 has been spent far by the *New York Daily News* fending the "Andy Gump" libel suit, was brought out by MacDonald DeWi the picture paper's attorney, at a hear in the case in Bath, N. Y., Jan. 19, b fore Supreme Court Justice Smith. is estimated that expenses incurred other papers named in the litigati brought by David A. Hoag, Canadai broom manufacturer, would bring t total defense expenditure in less than year to well over $15,000. Mr. Hoag asking for $4,400,000 damages from papers, alleging that the cartoon cha acters "Andy Gump" and "Uncle Bi are libelous portraits of himself. H chin was cut away in a cancer operati

Mr. DeWitt, in stating the defense e penditures, was arguing against the pl of the plaintiff's lawyer, James Sebring, that the actions be dismiss without costs, in order that Mr. Ho could prosecute other actions. Mr Sebring had at first asked for an injun tion restraining newspapers from prin ing the Gump strips, a plea he late withdrew, but which the defense ma tains denies Mr. Hoag the right to ju trial of his original actions.

The original four actions, totalin $4,000,000 are against the *Syracuse Pos Standard, Rochester Democrat & Chro ical, New York Daily News,* and *Bu falo Courier-Express.* Subsequent Hoag filed suit for an additional $200, 000 from *Albany* (N. Y.) *Knicke bocker-Press,* and only recently ha added a sixth complaint demanding th same amount of damages from *Bing hamton* (N. Y.) *Sun.*

At the Bath hearing, Mr. Sebri stated that considerable confusion no exists in the case which he intends t clarify by discontinuing his actions s that the plaintiff could bring other suits In asking for dismissal without cost, h declared Mr. Hoag was a poor ma whereas the defendants were "wealth newspapers." He explained that th reason the plantiff had not brought ac tions 10 years ago was because he wa ignorant of the law and his rights an was too poor to prosecute Sidney Smith creator of the Gumps, and the Chicag Tribune Newspapers Syndicate.

In answer, Mr. DeWitt told the cour that Mr. Hoag was an independent ma a broom manufacturer, who owned hi home free from mortgages, held mortgages on other property, and in addition also owned a substantial block of stock in the Eastman Kodak Company. The defense attorney further maintained that investigation he had made convinced him that Andy Gump and Uncle Bim were not pictures of any living persons, an that Mr. Smith had never been awar of the existence of Mr. Hoag until th latter started the suits.

Proceedings in the case set for Rochester Jan. 21 were adjourned, pending Justice Smith's decision on the plantiff's motion.

E. A. GANS RESIGNS

Edward A. Gans, publisher of the *Fall River* (Mass.) *Globe* for the past 13 months, has resigned and is succeeded by Walter E. O'Hara who recently purchased control of the paper. Mr. Gans went to the Globe after having been connected with the *Omaha* (Neb.) *Bee.* Among others who have resigned are Arthur O. Carlisle of the editorial staff; Edward A. Walsh, sporting editor; Joseph Dubitsky, advertising department; Miss Edith Fernley, business office; Charles P. Hathaway, composing room foreman; and John P. Riley, advertising manager. William A. McGrath has been promoted from assistant to composing room foreman, and William F. Connelly promoted to advertising manager.

SPECIAL "FLU" ADVERTISING SHOWED FLEXIBILITY OF NEWSPAPER COPY

Dozens of Advertisers Quickly Parallelled the News With Timely Advertising of Preventives and Remedies—Vapex Sales Reached Highest Level

By HAMMOND EDWARD FRANKLIN

THE recent wave of influenza, which has been occupying newspaper headlines and the interest of the public, brought in its wake a prompt adaptation of copy of national advertisers.

Almost over night, headlines were revamped to fit the special emergency, fresh copy was shaped up and released while "red hot," and all over the country the flexibility of the newspaper as an advertising medium again was demonstrated unmistakeably.

While influenza raged—

the chemicals of Vapex kept laboratory workers immune

NEVER before had influenza claimed so many victims as in the wartime epidemic. Yet workers in one of the English laboratories of Thos. Kerfoot & Co., Ltd., were, without exception, free from the disease.

Scientists traced this immunity to vapors given off by the materials in the laboratory. Exhaustive tests isolated the chemicals responsible. The discovery was widely publicized. A new product, Vapex, was accepted by the medical profession and adopted by the throughout England.

Now Vapex may be had in America. It is easy to use—wherever and wherever you wish. The odor is pleasant. A drop on your handkerchief—breathe the vapor—relief is sure and immediate. Now—with colds and influenza prevalent—put Vapex on your handkerchief every morning. Breathe the vapor frequently. It will stop a cold at the start, before it has developed into anything more serious. Or put a drop on each end of your pillow at night. It will fight the cold as you sleep.

Get Vapex from your druggist—in the little square bottle and the package with the green triangle. Vapex is guaranteed and distributed in the United States by E. Fougera & Co., Inc., New York.

A drop on your handkerchief

VAPEX

Breathe your cold away

Insist on Vapex. . . . Do not accept a substitute or imitation. . . . It may be expensive to experiment with a cold!

How Vapex followed the news with "flu" copy in newspapers.

Almost as soon as counsel from local health authorities was released in the news columns, advice from producers of various commodities of equal interest was found making its appearance in paid space. The value of the "city desk touch" in newspaper advertising copy once more was made apparent.

One of the suggestions made by numerous health authorities was for the public to eat citrus fruits. The Florida Citrus Growers' Clearing House Association of Winter Haven, Fla., itself lost no time in publishing copy captioned, "Doctors everywhere urge citrus fruits as effective FLU preventive—Florida rushing oranges and grape fruit to epidemic cities; former president of Hahnemann Hospital, Chicago, tells here of protective measures."

In addition to a running article on the importance of eating plenty of citrus fruits from Florida, the display advertisement quoted Dr. Hodgdon, who, it said, had prevented colds and flu among 1,100 children, in part as follows:

"Too much stress cannot be laid on the use of citrus fruits and fresh vegetables during any influenza epidemic. Each person should eat generous amounts of oranges and grapefruit, together with plenty of raw vegetables every day.

"Should you feel a cold coming on, an extra measure of protection is to drink the heated juice of a grapefruit just before retiring, in addition to the grapefruit and oranges you take several times during the day. There is no surer way of breaking up a cold or influenza.

"Avoid the use of excessive protein foods, eggs, meat, etc., and carbohydrates. Get plenty of sleep, keeping windows open. Keep house temperature even throughout the day, avoiding overheating. Stay out of crowds if possible. If you feel ill, consult your physician immediately."

Lever Brothers Company of Cambridge, Mass., through a special panel inserted in large display copy of a testimonial nature tied up with the epidemic. The box contained "7 ways to fight flu" prepared by the Life Extension Institute with the second rule, advising removal of germs from hands, checked. This fitted admirably into the campaign for Lifebuoy Soap being carried on.

Lever Brothers for the same product also used special large copy of an editorial nature, headed "Tell easy way to fight flu," in heavy Gothic with subheads, "Health authorities say 'foolish to take needless risks' urge simple precautions; important to remove germs from hands often." The copy, in newspaper feature story style with a lead paragraph pointed out that many people were removing germs from hands to protect themselves against contagion.

Physical Culture Magazine published in the newspapers some display copy under the title, "Avoid the flu; here's how!" quoting Bernarr Macfadden on "Do this!" and "Avoid this!" which were rules to be observed. These were set with plenty of white space at right and left, editorial fashion.

A comparatively new product, Vapex, placed on the market a few months ago by E. Fougera & Co., Inc., of New York, leaped into an immense success through a large campaign in 200 newspapers. The product, based on a discovery made during the war-time influenza epidemic in the laboratories of Thomas Kerfoot & Co., Ltd., had two slogans, "A drop on your handkerchief" and "Breathe your cold away." The public was told to put a slight amount on a handkerchief or pillow.

Last year tryout campaigns were tried in a number of cities with success. This year the company had newspaper copy and window displays, together with wide distribution in many sections. When the influenza epidemic broke out, the company's agency, N. W. Ayer & Son, changed some of the headlines of the copy, previously written, to feature influenza. It also released some reader style copy, one column by five inches, with such headlines as "Health officials give practical advice to help avoid influenza" and "Perhaps you can't avoid crowds but you can help avoid influenza."

Full page rotogravure copy appeared in the *New York Times* on Jan. 6 with the heading, "Stop a cold at the start with Vapex." Many mail orders were received from this copy.

A number of imitators of Vapex have put in their appearance. One imitator duplicated wording, package and all features with a name ony slightly different. An injunction was issued by the courts. Legal action is being taken against such other imitators as fast as they appear. The company's sales have increased ten-fold and its production facilities have been taxed to the utmost.

The Standard Oil Company, with copy, "Precautions against colds and 'flu'," gave general directions, including the use of Nujol to keep the system clear and Mistol to protect nose and throat.

A new use of Listerine—for rinsing the hands—has bene featured in Lambert Pharmacal Company advertising recently. Four inch copy for Luden's Cough Drops captioned, "Grippe and flu relieved," found its way into newspaper columns. "Fight the flu with Pluto, America's laxative water" was the shift of appeal of this well known mineral water.

The makers of Bayer Aspirin used their large newspaper schedule and contracts for big copy of editorial appearance, mostly without any display of the Bayer name, under the headline, "How to escape flu." A number of excellent general rules were given, with Bayer mentioned in only one of them. Another large Bayer advertisement showed a doctor talking to a nurse under the headline, "Guarding against the flu." Copy warned to gargle with Bayer Aspirin for sore throats and to take Aspirin tablets at the first sign of a cold.

Nature's remedy was advertised in small copy on "How to avoid influenza." The photograph of a sneezing woman was headlined by Hill's Cascara-Quinine "Colds-grippe-flu." "Drink lots of water—guard against flu" warned Adlerika in reader copy. "Protect yourself from the after-effects of flu and colds" was the line of approach taken by S. S. S.

"How doctors treat colds and the flu" was the appeal used by Calotabs. "Stop flu before it starts" advised Ex-Lax. "Prevent influenza" cautioned Dr. True's Elixir. "Guard against flu with Musterole," urged this well known proprietary. Kondon's Catarrhal Jelly warned against catarrh, colds and flu.

"Beware the coughs that follow flu!" vociferated Creomulsion, modifying its usual headline. "None of the Erb-a-Lax users are complaining about flu," was newspaper story copy released by a proprietary advertiser in support of a drug store demonstration. "Beware what follows the flu" was the heading of a Sinuseptic advertisement.

"END COLDS QUICKLY TO AVOID CATCHING FLU, DOCTORS URGE; Freedom from head or chest colds best way to guard family against epidemic—issue simple rules to keep well; urge home use of hospital method to end colds before serious illness has time to take hold!" A heading across four newspapers columns, with the first sub-head three columns wide, and the second two columns-wide, gave a newspaper setting to copy for Ayer's Cherry Pectoral which was broken up with many newsy sub-heads and six photographs of users.

Vick's Vaporub used "Flu-colds" as heading for one inch reminder copy, but it also released large special flu copy. One was headed up "Flu is now epidemic!" The lead explained, "Compared with 1918, this epidemic, so far, is mild; and yet, in spite of vastly increased capacity, the Vicks laboratories are once more operating day and night to meet the emergency demand for more and more of Vicks VapoRub. Over more than 432,000 jars are now being produced daily. The copy went on to explain "How best to use Vicks VapoRub" as a preventive.

Small single column reader copy also was employed.

Quickness of release of special copy or adaptation of previously written advertising, an emphasis on prevention and an informative, newsy flavor are characteristic of the newspaper advertisements which have been competing with the news columns for attention during the influenza epidemic.

RAISES $3,000 FOR WIDOW

Daily Aids Policeman's Family After He Is Killed by Automobile

A fund, started last week by the *Freeport* (N. Y.) *Nassau Daily Review* for the widow and children of patrolman Fred Secker of Lynbrook, a neighboring village, who was killed by an automobile, had reached $3,000 this week through contributions of local business men. James E. Stiles, publisher of the Review, started the fund with $500, and reporters canvassed merchants of all villages in the territory.

The Review announced its fund in a front-page editorial printed the same day the paper carried the story of the policeman's death. The reporter who covered the story found the patrolman's family had been left without any means of support.

J. E. PIERCE RE-ELECTED

J. E. Pierce, publisher and general manager of the *Huntsville Daily Times*, was re-elected president of the Alabama Association of the Associated Press at the annual meeting held in Mobile on Jan. 16.

ROBERTSON MARKS 50th YEAR ON DAILY

Louisville Courier-Journal Veteran Given Title of Editor at Banquet Honoring His Long Service

Harrison Robertson, chief of the editorial staff, *Louisville Courier-Journal*, was honored Jan 19 for his 50 years uninterrupted service to the paper at a dinner, given by Judge Robert W. Bingham, publisher, at which he was awarded the title of editor. Mr. Robertson was also presented by Judge Bingham with a trophy—Barrias' "Winged Victory."

HARRISON ROBERTSON

Young E. Allison, editor of the insurance section of the Courier-Journal and a friend of Mr. Robertson for 49 of his 50 years on the paper spoke reminiscently of past days.

Judge Bingham, in his address paid high compliment to Mr. Robertson when he said:

"We admire him for all that he is and all that he has done for his paper and for the public which it serves, and we should not forget that the work of such an editorial artist, ephemeral as it may seem on the surface, yet goes into the minds and hearts of countless men and women, broadening, enlightening, influencing, inspiring them, so that, in the end, his labor is not only not in vain, but achieves an actual permanency which outlives the product of the author, the architect, the engineer, the sculptor and the painter."

Mr. Robertson was born in Murfreesboro, Tenn., Jan. 16, 1856, and was educated at Union University there and at the University of Virginia. He contributed verse and short articles to the Courier-Journal and magazines while in college and, at 23, started work for the paper as columnist, literary critic and dramatic critic. He also helped Col. Henry Watterson, noted publisher of the Courier-Journal, correct proofs for the editorial page, and so impressed the Colonel that he was given entire charge of the page.

In Col. Watterson's absences, which were frequent and sometimes of long duration, Mr. Robertson took complete editorial charge of the paper. It was during one of these absences that he directed the Courier-Journal's bolting of the Democrat party in 1896 when Bryan ran on the free silver platform. Col. Watterson cabled his approval of Mr. Robertson's decision.

Mr. Robertson has had six works of fiction published and some of his poetry is included in an anthology.

BUYS ARKANSAS DAILIES

The Star of Hope, afternoon publication, and the *Hope Press*, morning, only newspapers of Hope, Ark., have been purchased by C. E. Palmer of Texarkana and associates. Mr. Palmer announces that the two papers will be consolidated and published as an afternoon newspaper. Alex H. Washburn, now editor of the *El Dorado* (Ark.) *Times*, also owned by Palmer and associates, will take charge of the Hope papers. The Star of Hope was owned by Ed McCorkle and the Press by D. A. Gean. McCorkle plans to retain the commercial printing branch of his business. Omar D. Gray, newspaper broker, negotiated the sale.

POLICE CHIEF SUES

A $20,000 libel suit has been filed against the *Springfield* (Mass.) *Herald*, weekly, by Chief Joseph A. Demers of West Springfield police.

HEARST APPOINTMENTS ANNOUNCED IN N. Y.

Whitman Publisher of Atlanta Georgian —McCarthy Supervising Editor of Sunday Papers—Polachek in New Job

Important changes and appointments on the executive staff of Hearst Newspapers were announced this week at New York headquarters.

Russell Whitman, former publisher of the *New York Commercial* and prior to that a Hearst publisher, has returned to the organization as publisher of the *Atlanta* (Ga.) *Georgian*, succeeding William C. Edwards, resigned to continue his work at the head of his own paper the *Gainesville* (Tex.) *Register*.

Victor Polachek, who has been assistant to the general manager, has been made supervisor of circulation of the Hearst Sunday newspapers. A new assistant general manager will be announced next week.

F. J. McCarthy, Sunday editor of the *New York American*, has been made supervising editor of the Hearst Sunday papers. He has been succeeded on the American by Howard E. Morton, his assistant for the past six years.

J. Newton Colver, of the advertising staff of the New York American, is now advertising director of the *Milwaukee Wisconsin News*, succeeding Peter Hamilton, who has for some time been associate publisher of the *Omaha Bee-News*.

Mr. Polachek, as supervisor of circulation of the Sunday papers, will for the present devote himself to promotion of the "Sunday Six Million Club." This is an organization within the group formed for the purpose of pushing for a combined Sunday newspaper circulation of 6,000,000 for the Hearst press by May 1.

The new publisher of the Georgian has been in newspaper work since 1894. In 1909 he was publisher of Hearst's *Boston American*, resigning in 1914 to assist in organizing the Audit Bureau of Circulations of which he was the first managing director. In 1917 he became president and publisher of the New York Commercial, remaining in that capacity until 1924 when the paper was merged with the *New York Journal of Commerce*. Since the merging of the Commercial and the Journal of Commerce, Mr. Whitman has been vice-president and secretary of the North American Title Guaranty Company, New York.

LEGISLATIVE COMMITTEE NAMED

Arkansas Press Seeking Simplification of Publishing Laws

A committee of five was appointed at the mid-winter meeting of the Arkansas Press Association in the Hotel Marion, Little Rock, last week, to revise and simplify publication laws and to submit proposed bills to the state legislature. The members of the comittee are: DuVal L. Perkins, *Warren Bradley County Journal and Eagle-Democrat;* Walter W. Raney, *McCrory Arkansas Central Leader;* Curtis Cannon, of Hope; W. H. V. Wahlquist, *Mammoth Spring Democrat;* and B. H. Thomas, *Gurdon Times*.

Talks on advertising, community pages and subscription rates were given by J. T. Alderson, *Malvern Meteor;* Curtis B. Hurley, publisher *Camden Beacon-Herald* and president of the association; Charles M. Young, of Helena; R. A. Barry, Gillett; and John P. Stafford, editor and publisher *Springfield News*.

HANDLING STATE PUBLICITY

William J. Crawford, formerly of the *New York Times*, is organizing a large publicity bureau for the Democratic State Committee at the request of Governor Roosevelt of New York State. The new bureau, according to present plans, will undertake not only to supply daily newspapers in New York state with news but will also furnish a plate and mat service for newspapers desiring it.

SEMI-WEEKLY 100 YEARS OLD

The *Norwich* (N. Y.) *Chenango Telegraph*, a semi-weekly, recently celebrated its 100th anniversary. The late William H. Clarke bought the paper in 1903. After Mr. Clarke's death on March 12, 1928, his son Edward H. Clarke became publisher, with P. L. Clarke as editor.

CO-ORDINATION PARLEY SET FOR DAYTON

Conference Designed to Provide Opportunity for Idea Exchange to Be Held in Ohio City Feb. 11-12 —Nichols in Charge

With its keynote the "Need for Improving the Co-ordination of Advertising and Selling," the first "co-ordination conference" ever held by the International Advertising Association will get under way in Dayton, Feb. 11 and close on the 12th. The keynote address will be delivered by A. Heath Onthank, director of research, George Harrison Phelps, Inc., Detroit, and formerly of the United States Chamber of Commerce, who will explain the purposes of the meeting as "an opportunity for the free exchange of ideas and experience in advertising and selling."

Other speakers will include Wayne Calhoun, vice-president of Procter & Collier Company, Cincinnati, on "How One Manufacturer Co-ordinates his Advertising and Selling"; Mrs. Louis B. Hunter, personnel director of Himmelhoch's, Detroit, on "Co-ordinating Advertising with Activities of the Store's Sales People"; Cordon C. Corbaley, president of the American Institute of Food Distribution, Inc., "Changes in Methods of Distribution and Their Effect on Advertising And Selling"; Gordon Lang, in charge of sales promotion, the Gorham Company, Providence, R. I., on "How One Manufacturer is Fitting His Advertising and Selling to Changing Conditions"; Vern C. Divine, vice-president of E. H. Scull Company, Chicago, "How Retailers Are Fitting Advertising to Changing Conditions"; and Mrs. Edith McClure Patterson on "What the Consumer is thinking about Advertising."

Group conferences will be held on a variety of subects, including "How to Plan Dealer Service Campaigns"; "How to Train Retail Sales People to Follow Through to the Consumer"; and "Practical Methods of Co-ordinating Advertising and Selling in Chain Stores."

Frederick J. Nichols, of the F. J. Nichols Company, is chairman of the committee in charge. The conference was arranged through the Bureau of Research and Education of I. A. A. of which N. W. Barnes is director.

BUY SPACE TO GREET GOVERNOR

Two full-page co-operative advertisements were printed by the *Columbus Dispatch*, Jan. 14, congratulating Gov. Meyer Y. Cooper, of Ohio, upon his inauguration. One page was paid for by leading citizens and firms of Columbus and the other by old friends of the governor's home town, Cincinnati. The pages were reproduced on silk, framed and presented to Governor Cooper by Harvey R. Young, advertising director of the Dispatch, and Lawrence G. Nicolai, promotional advertising manager, who directed preparation of the pages.

HEALTH EDITOR HONORED

Dr. Herman N. Bundesen, health editor of the *Chicago Daily News*, has been elected honorary vice-president of the Child Conservation League of America, in recognition of his work in developing his program for child care and nurture.

JUNIOR LEAGUE EDITION

Members of the Portland Junior League are to issue a special edition of the *Portland* (Me.) *Sunday Telegram* in the near future.

FREE MENUS ADVISE AGAINST SWEETS

From ETHEL R. PEYSER, Home Economics Consultant, 230 East 71st Street, New York City — For Your Free Use

Rounded Menus For Slender Forms

SURROUNDED with luxurious abundance, the problem for women today is not, as in the times before man conquered the earth and its wealth, how to feed herself. Rather it is how not to feed herself to the point of overweight and its social and physical disadvantages.

Dr. Lulu Hunt Peters, in her book "Diet for Children and Adults" says, "You know now as never before that a correct diet is one of the biggest factors—we can truly say the biggest factor—in the maintenance of health of the individual."

The menus following are part of a series prepared by Ethel R. Peyser, home economics expert and counsel on household equipment. This is a "maintenance diet" for the woman wishing to keep her weight at a certain figure. It can also be used as a reducing diet for the overweight person.

Breakfast:
- ½ *grapefruit*
- 1 *egg*
- 1 *crisp slice bacon*
- 1 *thin slice dry toast*
- 1 *glass skimmed milk—7 oz.*

Lunch:
- 4 *oz. lettuce with French dressing (mineral oil)*
- 1½ *inch cube cream cheese*
- 1 *toasted roll, whole wheat*
- ½ *pat butter*
- 1 *cup clear tea*
- *Reach for a cigarette instead of dessert*

Dinner:
- 6 *oysters (or 4 clams)*
- 1 *lean thin slice roast beef*
- 2 *olives*
- 2 *tablespoonfuls mushrooms with sauce*
- *Pear salad, pears cooked in syrup (½ pear to a portion)*
- *French dressing with mineral oil*
- 1 *cup clear coffee*
- *Reach for a cigarette instead of dessert*

Total calories for day approximately—1066.5

Other menus in this series will be supplied free upon request to Ethel R. Peyser, 230 East 71st Street, New York City.

The services of Ethel E. Peyser, whose free releases give her the title of Home Economics Consultant, have been enlisted in the Lucky Strike war against sweets. Newspapers are being sent free menus "for slender forms" which contain the curt command, "Reach for a cigarette instead of a sweet." This line is italicised, evidently for readers who are slow to snap to attention for mere Roman type. The menus, like that shown above are being sent out from 230 East 71st street, New York.

AWARDED $500 PRIZE

John Arnold, Louisville Winner, Was Second in National Santa Contest

Typical of the elaborate designs submitted in the International Santa's Sack contest judged recently in New York by a committee of important advertising agency executives was that of John Arnold, first-prize winner in the local event conducted by the *Louisville* (Ky.) *Courier-Journal*, who took second money, $500, in the international affair.

Mr. Arnold's entry represented a model house, completely furnished inside with furniture in scale. Within the house, as the rules demanded, were four double truck advertisements as they appeared in the Courier-Journal, but dressed up elaborately by the prize-winner.

The double-truck advertisements were part of a plan of a Dallas, Tex., advertising agency to promote early Christmas shopping.

SUING CITY CONTROLLER

The *New York Jewish Morning Journal* has filed suit last week against Charles W. Berry, Controller of New York City, for $6,795 due for printing of election notices during the recent campaign. The newspaper charges that the Controller issued warrants for payment to them of sums of $4,620, $898 and $111, when the warrants should have been for $5,576, $1,084 and $134.

ADDS THIRD COMIC SECTION

Another comic section of four pages, making a total of three sections, was added to the *Des Moines* (Ia.) *Sunday* Register with the issue of Jan. 13. More than 100 weekly and daily papers in the state were used the week before and after the first issue to advertise the enlarged sections.

HARVARD ADVERTISING JUDGES NAMED

Jury Will Start Picking Bok Winners Jan. 31—To Award Gold Medal and $12,000 in Cash Prizes

The Jury for the Harvard Advertising Awards, founded by Edward W. Bok in 1923, will be composed of the following members for the 1928 competition:

Elmer Adler, in charge of the Pynson Printers, New York; Lewis C. Gandy, typographic director, New York Monotype Composition Co., New York; Nelson S. Greensfelder, advertising manager, Hercules Powder Company, Wilmington, Delaware; Joseph B. Mills, publicity director, J. L. Hudson Company, department store, Detroit; William F. Rogers, advertising manager, *Boston Evening Transcript;* Thomas L. Ryan, Pedlar and Ryan, Inc., advertising agency, New York; Guy Smith, manager of advertising and research, Libby, McNeil and Libby, Chicago; P. L. Thomson, publicity manager, Western Electric Company, New York; Richard J. Walsh, president, The John Day Company, printers, New York; R. R. Wasson, treasurer and general manager, Clark Lighter Company, Inc., New York; Dr. Melvin T. Copeland, professor of marketing, Harvard Business School; Neil H. Borden, associate professor of advertising, Harvard Business School.

The jury will commence its work on Jan. 31, in the Baker Library of the Harvard Business School where the material is on exhibit. More than twice as many firms have submitted material for this competition than competed last year, according to the Harvard authorities.

The following awards are to be made this year: (1) a gold medal for distinguished services to advertising; (2) four prizes of $1,000 each for distinguished individual advertisements, most effective in illustration, in text, in display line, and in typography; (3) four prizes of $2,000 each for advertising campaigns, for a national campaign for a specific product, for a local campaign for a specific product or merchandise; for a general or institutional campaign; for a campaign of industrial products.

The winners will be announced at a dinner in their honor at the Harvard Business School to be held around the first of March.

It is planned, according to W. B. Donham, Dean of the Harvard Business School, to publish a book containing a summary of the five years of the awards, giving full information concerning winning material, as well as reproductions of the advertisements which were awarded prizes.

HEWES NOW BUSINESS MANAGER

E. C. Hewes, circulation manager of the *Danville* (Ill.) *Commercial-News*, is the new business manager of that newspaper. Announcement of the promotion was made on the eve of the departure of W. J. Parrett, manager of the Commercial-News for his winter vacation in Florida, by John H. Harrison, editor. In the absence of Mr. Parrett, Mr. Hewes will occupy the manager's office. The new business manager has been with the Commercial-News from the time of its merger more than 25 years ago, having been in the circulation department of the old *Danville News*.

PAPER CONVENTION COMING

The American Paper and Pulp Association will hold its 52nd annual convention in New York, Feb. 18-21. It will be the last gathering at the Waldorf-Astoria Hotel, which will be razed next summer.

SHOPPING NEWS INCORPORATES

The National Shopping News, Inc., has been incorporated at Columbus with 250 shares no par value by I. L. Nichols and others.

BULLETIN No. 7

Newsprint Price Schedule *for* 1929

We now hope to be able to announce our new uniform price schedule for 1929 within the next week or ten days.

INTERNATIONAL PAPER COMPANY
100 EAST 42nd STREET · · · · · NEW YORK CITY

AUGUSTA CHRONICLE CHANGES HANDS

Harold Hall and William LaVarre Purchase Paper Founded in 1785—Thoms Hamilton Remains as Editor

Sale of the *Augusta* (Ga.) *Chronicle*, founded in 1785, to Harold Hall, former business manager of the *New York Telegram* and William LaVarre was announced this week. Thomas J. Hamilton, for the past nine years president of the publishing company and editor of the Chronicle will continue as editor-in-chief.

Mr. Hamilton is one of the South's most prominent editors. He was campaign manager for William G. McAdoo in the contest for the Democratic nomination in 1924.

In the last few years Mr. Hamilton has refused numerous bids for the Chronicle. The consideration in the successful deal was not revealed. Mr. Hall and Mr. LaVarre were represented in the transaction by Palmer, DeWitt & Palmer, newspaper brokers.

Mr. Hall resigned in November last year from the Scripps-Howard Newspapers. At the time of his resignation he was president of the Scripps-Howard Newspaper Supply Company in charge of purchasing newsprint and other supplies. He was one of the country's foremost authorities on newsprint. But his experience was well-rounded, beginning on the *St. Joseph* (Mo.) *News-Press* as a reporter, and working up through the ranks to business manager of metropolitan dailies. At 17 he was managing editor of the *St. Joseph Gazette*. For a while he was connected with the W. D. Boyce Company in Chicago and then became resident manager of the *Indianapolis Times*. He first became connected with the Scripps-Howard group when they bought the Times in 1922. At first he was assistant to W. G. Chandler, now general manager of the organization, and subsequently was business manager of the *Denver Rocky Mountain News*, before transfer to the New York Telegram. Mr. Hall was born in Maine.

Mr. LaVarre is a native of Richmond. After he was graduated from Harvard, he led several expeditions to the South American jungles, one of which resulted in discovery of the diamond fields of British Guinea. For the last seven years he has lived in New York, engaging in newspaper promotion work. While Mr. Hall was business manager Mr. LaVarre handled circulation promotion for the Telegram. He also did special work at one time for *New York Times*.

PRIZE RULES ANNOUNCED

Hearst Outlines Conditions Governing His $25,000 Anti-Prohibition Contest

William Randolph Hearst made public this week the rules governing his contest for a temperance plan to replace national prohibition. The contest, announced on Jan. 2, will close April 30 and the winner will be awarded a prize of $25,000 donated by Mr. Hearst.

The rules are as follows:

Every person is entitled to enter the contest, but no one person may submit more than one plan.

The practicable plan proposed as a substitute for prohibition must be set forth in an article containing not more than one thousand words.

This contest will close on April 30. 1929, and no plan which has not been mailed and postmarked on or before that date will be considered.

The articles submitted in the contest will be judged by a committee of eminent Americans, the personnel of the commitee to be announced later.

The full prize of $25,000 will be awarded to the contestant submiting the best plan as a practicable temperance substitute for prohibition.

If other plans not awarded the first prize shall still be considered worthy of some compensation by the committee, a second prize of $5,000 and other prizes of $1,000 each may be awarded.

BUILDING GROUP ELECTS

John Hays Hammond Named President of Washington Corporation

Election of John Hays Hammond, as president, choice of other officers and directors for the coming year, and reorganization for the business of the year featured the meeting of the National Press Building Corporation heads in Washington the past week.

The other officers chosen were Fleming Newbold, vice-president of the *Washington Star*, and Hal Harrison Smith of the *New York Times*, as vice-presidents; John Joy Edson, local banker, as treasurer; and Harvey D. Jacob, Washington attorney, as general counsel.

The board of directors is composed of the following, in addition to those named above:

James William Bryan, credited with the initiation of the Press Building; Robert B. Armstrong, *Los Angeles Times;* Ulric Bell, *Louisville Courier-Journal;* Ira Bennett, editor, *Washington Post;* Col. William J. Donovan, assistant to the Attorney General; J. Fred Essary, chief of the *Baltimore Sun* bureau.

Carter Field, head of the Washington office of the *New York Herald Tribune;* Robert V. Fleming, president of the Riggs National Bank; Gilbert Grosvenor, *National Geographic Magazine;* Robert N. Harper, president, District National Bank; Frederic J. Haskin, president, Haskin News Service; George R. Holmes, chief of the International News Service office in the capital; Russell Kent, *Birmingham News and Age-Herald* and president of the Press Club; David Lawrence, publisher of the *United States Daily;* Edgar Markham, *St. Paul Pioneer Press*.

Graham B. Nichol of the Treasury Department; Byron Price, chief of the Washington bureau of the Associated Press; L. C. Probert, former Washington A. P. chief; Paul Wooton, correspondent, *New Orleans Times-Picayune*.

The resignations of Mr. Bryan and Henry L. Sweinhart, of the Havas News Agency and former president of the Press Club, as vice president and secretary were presented and accepted.

NEW PLANT OPENED

Beacon (N. Y.) News Prints Special New Home Edition

The new single-story fireproof building of the *Beacon* (N. Y.) *News* was opened Monday of this week with publication of a special 24-page new home edition. The plant is 50 by 90 feet in dimensions and is constructed of steel and brick.

The news and business side occupy the front of the building, which has been equipped with new furnishings. The machinery section has been constructed in factory style with steel sashes and large windows. A 24-page Goss press is housed in the rear of the mechanical plant. An automatic sprinkler system has been installed throughout. The building was designed by Howell & Thomas, of Cleveland.

The Beacon News is a Gannett newspaper, and Roy Gilland is managing editor.

A. B. C. AUDITORS MEET

Fourteen Men in Chicago District Called in for Conference

The first general meeting of Audit Bureau of Circulations road auditors was held, Jan. 21, in Chicago. About 14 auditors who could make the journey to Chicago in one day were present. Officials present were E. W. Chandler, chief auditor; Vernon Hanson, in charge of publishers' statements department; William F. Hoffman, New York manager; and O. C. Harn, managing director.

Previous to the meeting Mr. Chandler had sent out to road auditors a list of sample conditions arising in various offices. The auditors' written solutions of these problems formed the basis for discussion at the meeting. It is planned to hold a similar meeting in New York shortly.

LAREDO REPORTER MISSING

County authorities at Laredo, Tex., this week began investigation into disappearance of Harry Williams, *Laredo Times* reporter, who had been missing since Friday of last week. Williams formerly lived at Muncie, Ind.

OFFERS $50,000 FOR NON-STOP WORLD HOP

F. G. Bonfils of Denver Post Announces Aviation Prize, Open Until 1931 —Also Offers $25,000 Science Prize

F. G. Bonfils, owner and publisher of the *Denver Post*, has announced a prize of $50,000 for the first non-stop around the world flight starting in Denver and ending on the same field.

The flyers, it has been figured out, would refuel about every 1,000 miles, thus cutting down the amount of gasoline carried and making for better speed. The distance along the fortieth latitude is approximately 19,600 miles, which would necessitate twenty refuelings.

The proposal has been indorsed by Orville Wright, world's first flyer, who wired from his laboratories in Dayton, O., that he thought the flight possible and that with the many improvements being made in aircraft and motors capable of many hours of sustained flight, the flight could be made in safety if proper refueling facilities were arranged.

Mr. Bonfils also announced a $25,000 cash prize for the scientist or individual who first produces satisfactory proof of intelligent communication between this world and any other planet.

"To believe that other planets besides this tiny earth have inhabitants," the Post's announcement said, "is good scientific sense and the next great achievement of science may be in establishing this fact by intelligent communication. The Denver Post sincerely hopes so."

The prize offer for the flight is open until Jan. 1, 1931, and the planet communication offer is open until Jan. 1, 1934.

N. D. PRESS MEETS

Harry J. Morris Elected President—Legislative Program Outlined

Compulsory publication of primary election returns, advancing the primary election date one day, and equalizing distribution of insurance statements for publication are objectives for which members of the North Dakota Press Association are pledged to work during the ensuing year. The program was agreed upon at the mid-winter meeting of the organization, held at Jamestown Jan. 18 and 19.

Harry J. Morris, publisher of the *Stutsman County Record*, Jamestown, was chosen president, and newly-elected vice-presidents are: first, L. E. George, Hillsboro; second, Fred Jeffries, Washburn; third, C. C. Lowe, Linton. Mark I. Forkner was chosen secretary-treasurer for the seventh consecutive term.

G. D. Colcord, Minot, publisher of the *Ward County Independent*, won first prize in a contest sponsored by C. E. Danielson of Minot, president of the Greater North Dakota association, among North Dakota editors for the best article on "North Dakota in 1940."

SPONSORS FINANCIAL TALKS

A series of lectures for women of Seattle on the operations of the stock market is being given by the *Seattle Times*. Leading financial men of the city speak at three o'clock in the afternoon. The talks started Jan. 15.

AUSTRALIANS ORGANIZE

Organization of the Australian Association of National Advertisers has been completed with headquarters at Sydney, New South Wales. C. Roy Stanley is secretary. One of the immediate objectives of the new body is to establish an audit bureau of circulations in Australia.

A. P. GETTING READY TO OFFER COMICS

Collecting Material from Other Syndicates and Free Lance Artists—Also Enter Serial Field—Expecting to Start Shortly

Lloyd C. Stratton, general feature editor of the Associated Press Feature Service, this week announced the first definite plans of the service for entering the comic strip and serial fiction field by A. P. Part of the comic and serial matter to be added to the service will be obtained in the syndicate market and also from individual artists and cartoonists.

Syndicates handling comic strips and cartoons, as well as many free lance artists on a special list compiled from names supplied by Associated Press member newspapers, have been advised of its plan and the management is now considering a great volume of cartoon and comic strip work already submitted. In each instance, a month's samples of a strip of a continuing cartoon have been required.

"Our plans," said Mr. Stratton, "contemplate acquiring outright the contracts of a few 'name' comics or taking over others which might be desirable as they become available.

"Indications are that the serial story service, at least at the start, will be confined to books of outstanding merit and authorship, option to the second serial rights to three books already being under negotiation. Employment of its own short story or serial writers is a matter of the future, these developments depending upon demand."

Mr. Stratton said the feature service is now supplying more than 30 pages of material to newspapers weekly and employs a staff of nearly 50.

GALLEYS TAMPERED WITH

Obscene Matter Inserted in Danville Register Syndicate Matter

The *Danville* (Va.) *Register* was the victim of a malicious attempt to place it in discredit with readers this week when an unknown person secretly slipped two lines of obscene matter into each of two syndicated articles appearing on the editorial page of the Sunday Register, Jan. 20. The lines were not discovered until carrier delivery and most newsstand sales had been completed.

Immediate steps were taken to discover the culprit and rural postmasters were asked to hold up delivery of all undelivered copies at the Register's expense until the entire editorial page could be removed. A United States postal inspector was requested to proceed to Danville to help fix the responsibility, and Rorer A. James, Jr., publisher of the *Register* and *Bee*, wrote Judge Henry C. Leigh of the corporation court asking for a special grand jury to investigate the case.

A two-column wide explanation of the accident was carried in the Monday afternoon edition of the Bee and the Tuesday Morning Register. It was explained that the type had not appeared in the proofs of the articles before they were okayed and that the type slugs containing the obscene mater had not been inked for proving with the rest of the galleys.

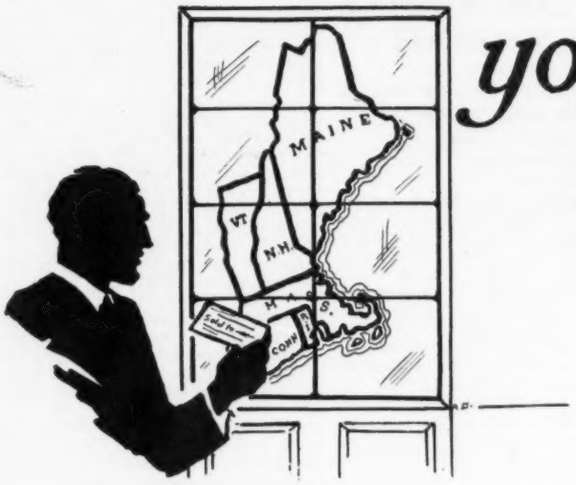
Although all employes in the mechanical plant were questioned and the type slugs were traced to one certain typesetting machine by microscopic examination, it has not been determined who was responsible for the offense.

The incident was followed by the cancellation of a few subscriptions but expressions of sympathy and understanding from many others, officials of the paper stated.

PRESS MEETING POSTPONED

The annual meeting of the Wisconsin Press Association to be held in Madison has been postponed until Feb. 14-16, according to announcement made this week by Andrew W. Hopkins, secretary.

Sales Managers — NEW ENGLAND *is your* Market *for* Quick Sales



The Sales Manager introducing a new product or seeking a profitable volume business will always find the New England Market ideal and responsive for quick results.

Every factor in the wheel of National distribution is in his favor. New England offers the advertiser a large population of intelligent buyers, who are good income earners. The vast majority of these consumers live in large cities, linked together by excellent highways and a steam and electric transportation system, second to none in the entire country. Sending salesmen, therefore, into this territory is not expensive and neither does it take considerable time to cover the entire territory. A few men can detail the entire market and cover every dealer and jobber in but a fraction of the time it would take to cover the same purchasing power in any other section of the country. Dealers and jobbers are always receptive to good merchandise, especially if it is well advertised in the daily newspapers. Therefore, if you tie up your sales campaign with the daily newspapers listed below, success is assured if your product has merit and there is use for it in the home or in industry. For more detailed information on the New England Market, write to the newspapers direct.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun .....(E)	5,678	.035	.035
*Boston Globe .....(M&E)	299,156	.50	.50
*Boston Globe .....(S)	358,878	.55	.55
†Boston Transcript .....(E)	37,540	.20	.20
††Boston Post .....(M)	295,607	.60	.60
††Boston Post .....(S)	347,729	.55	.55
*Fitchburg Sentinel .....(E)	11,906	.06	.045
Haverhill Gazette .....(E)	16,009	.07	.06
*Lawrence Eagle-Tribune (M&E)	24,254	.09	.08
*Lynn Item .....(E)	17,025	.065	.05
*Lowell Courier-Citizen and Evening Leader .....(M&E)	19,201	.07	.07
*New Bedford Standard Mercury .....(M&E)	31,863	.10	.10
*New Bedford Sunday Standard .....(S)	26,665	.10	.10
*North Adams Transcript...(E)	10,414	.05	.04
*Pittsfield Eagle .....(E)	18,350	.055	.06
*Salem News .....(E)	21,470	.08	.07
*Taunton Gazette .....(E)	9,266	.05	.035
*Worcester Telegram-Gazette (M&E)	100,288	.25	.25
*Worcester Sunday Telegram (S)	52,568	.21	.18

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
*Bridgeport Post-Telegram (E&M)	46,316	.15	.15
*Bridgeport Post .....(S)	23,697	.10	.10
*Hartford Courant .....(M)	38,126	.09	.09
*Hartford Courant .....(S)	59,912	.13	.13
†Hartford Times .....(E)	57,791	.15	.15
†Middletown Press .....(E)	8,641	.05	.03
†New Haven Register....(E&S)	52,214	.155	.145
*New London Day .....(E)	13,228	.06	.045
†Norwich Bulletin .....(M)	13,520	.07	.05
*Norwalk Hour .....(E)	6,951	.045	.045
†South Norwalk Sentinel....(E)	5,538	.045	.035
*Stamford Advocate .....(E)	11,540	.055	.05
*Waterbury Republican-American .....(M&E)	24,723	.08	.06
*Waterbury Republican .....(S)	17,475	.08	.06

MAINE—Population, 768,014

	Circulation	2,500 lines	10,000 lines
*Portland Press-Herald Express, Sunday Telegram ....(M&E)	61,629	.20	.16

NEW HAMPSHIRE—Population, 443,683

	Circulation	2,500 lines	10,000 lines
*Concord Monitor-Patriot ...(E)	6,375	.045	.03
††Keene Sentinel .....(E)	4,047	.036	.023
†Manchester Union-Leader (M&E)	31,140	.15	.12

RHODE ISLAND—Population, 604,397

	Circulation	2,500 lines	10,000 lines
†Pawtucket Times .....(E)	29,478	.08	.06
*Providence Bulletin .....(E)	76,525	.20	(B).27
*Providence Journal .....(M)	44,050	.12	(B).27
*Providence Journal .....(S)	79,972	.20	.20
*Providence News .....(E)	28,151	.08	.08
*Providence Tribune .....(E)	18,340	.10	.09
†Westerly Sun .....(E&S)	5,793	.04	.04
†Woonsocket Call .....(E)	15,393	.05	.05

VERMONT—Population, 352,428

	Circulation	2,500 lines	10,000 lines
Barre Times .....(E)	7,429	.04	.03
†Brattleboro Reformer .....(E)	3,554	.035	.02
*Burlington Free Press.....(M)	16,009	.06	.06
†Rutland Herald .....(M)	12,335	.055	.055
†St. Johnsbury Caledonian-Record .....(E)	4,309	.03	.02

* A. B. C. Publisher's Statement, October 1, 1928.

†† Government Statement, March 31, 1928.

† Government Statement, October 1, 1928.

(B) Combination rate Daily Journal and Eve. Bulletin.

VIRGINIANS DISCUSS AGENCY COMMISSIONS

Adopt Resolution Opposing Payment To Unrecognized Firms at Midwinter Meeting in Richmond

The Virginia Press Association went on record at the midwinter meeting in Richmond Friday and Saturday Jan. 18-19 against allowing unrecognized agencies commissions. The action grew out of a question:

"Do you think it ethical to allow Vicks and others who place business direct, a commission."

There was a general discussion, following which the following resolution was adopted:

"Resolved, by the Virginia Press Association that it is not ethical to give a commission to Vicks or any unrecognized agency."

Another question: "Does the American Press Association perform any service to the country newspapers that entitles it to receive any greater commission than regular advertising agencies?" The point raised was the 15-15 commission asked by the American Press Association.

Several Publishers said they had cut off the A.P.A., and had not lost any business. W. P. Kirkwood, of the *Waynesboro News*, said that while the A.P.A. does ask 15 per cent twice, 15 per cent for itself and 15 per cent for the agency handling the account, that the A.P.A. was the only organization through which the country newspaper could obtain representation in the foreign field. B. A. Lowrance, field manager of the North Carolina Press Association, said the A.P.A. was the only organization representing weeklies. He made the point that the dailies have their special representatives, and if special representation was good for the dailies, it was good for the weeklies.

Secretary J. C. Latimer called attention to the way some of the dailies and weeklies are wrapped, showing an exhibition and reading the postal regulation which states "Old newspapers should not be used as wrappers."

Attention was also called to Sec. 473 of the Postal Laws which explicitly states that "no advertising can be run in any newspaper or otherwise put into the U. S. mails that directly or indirectly refers to any game or scheme of chance, including keno parties, etc., nor can the names of the winners be published."

W. P Kirkwood, of the Waynesboro News, gave an enlightening talk on "The Local Newspaper as the Ally of the ocal Merchant," showing how the newspaper or publisher could aid the local merchant in his fight against inroads made by the direct mail houses. Paul H. Appleby, of the *Radford News-Journal*, spoke on "A Right Price Level and Sound Practice," urging a "Virginia Price List" by those operating job plants in connection with their newspapers.

Two movie reels showing how business is conducted in the offices of modern agencies, were shown and George O. Leonard, director of media and research for the Campbell-Ewald Company, Detroit, told of the service the weeklies and the dailies could give agencies, thus bringing the pay check quicker to the publisher.

Tributes to the following deceased members were read: Col. W. S. Copeland, president, 1902; 1906-'07; 1925-'26; W. McDonald Lee, president, 1899-1900; Arthur B. Sharpe, chaplain, 1921-1925; George Kilpatrick, executive committeeman; L. B. Baker, of the *Shenandoah Valley;* and Thomas H. Cooke, founder of the *Valley Virginian.*

A sustaining membership of $50 was voted in the National Editorial Association, and George N. Buck, of the *Warren Sentinel*, Front Royal, was elected delegate to the 1929 N. E. A. convention, to be held in Cheyenne, Wyo.

The annual meeting will be held in Danville, July 18, 19 and 20.

DAILY LOSES LIBEL SUIT

London Mirror Printed Photo of Married Man As Engaged

A verdict of $2,500 damages and costs was returned against the Daily Mirror Newspapers Ltd., publishers of the *London Daily Mirror*, Jan. 17, for publishing a picture of a married man and an unmarried woman as an "engaged couple." The plaintiff was Mrs. Mildred Cassidy, living apart from her husband, a race horse owner known as "Michael Corrigar," who was photographed with a woman to whom it was intimated in the caption he was engaged.

It was contended that publication of this was libelous because it implied that Mrs. Cassidy was not bound in lawful wedlock to her husband. The defense stated that Corrigar or Cassidy himself authorized the announcement of the engagement.

A stay of execution was granted. The judge remarked there was no evidence of malice or want of care on the part of the newspaper.

DAILY TESTS LOCAL LIQUOR ENFORCEMENT

Albany "Dripping Wet" Times-Union Announces After Staff Collects Beverages—Printed Chemical Analysis

A survey undertaken by the *Albany* (N. Y.) *Times-Union* on the anniversary last week of the enforcement of the Eighteenth Amendment revealed the capital city of New York state to be "dripping wet."

In announcing the result of the survey, the Hearst daily said:

'The Times-Union wanted to be sure that the liquor traffic was 'all through' in Albany, so the editor sent the staff out to see if a 'drink' could be obtained in Albany.

Within 30 minutes the editor had five pints of gin, four pints of whisky, a bottle of high-powered beer, several quarts of Scotch, and numerous other beverages which did not even dignify the name of the drinkable intoxicants.

"Every reporter assigned to the task of testing' Albany's aridness reported that his goods were from the 'best places in town' and that they were 'right from the Canadian commission warehouses.'

"But the editor was skeptical, and so he hied the samples off to a reliable chemist for analysis."

The story then contained a detailed report of the chemist's analysis of each specimen. On page one was a picture showing the group of bottles of evidence.

In connection with the liquor survey the opinions of several leading men of the community, including that of Palmer Canfield, newly appointed prohibition administrator, were published in a symposium.

COLLEGE ISSUES PUFFERY

Release from Boston University Favors Laundry Owners

Publicity, designed to bring more wash to the waiting tubs of public laundries, was recently sent out by the Boston University Press Bureau in the form of an interview with Prof. Elizabeth Stone MacDonald, head of the department of Home Economics at Boston University and educational director of the Laundry Owners' National Association.

Prof. MacDonald, in her interview, made a plea for modern methods in home-making, and deplored the drudgery of the old-fashioned housewife.

"What is the use of living in an age of great industrial economy," the interview read in part, "if mother wastes her eyes in sewing until late at night, or uses up her strength at toilsome rubbing on clothes over a tub?"

Prof. MacDonald is a former editor of *Modern Priscilla.*

DAILY HOST TO BUILDERS

Members of the Indianapolis Home Builders Association were entertained at a dinner in the Columbia Club last week by the *Indianapolis Star*. B. F. Lawrence, general manager of the Star League of Indiana, and William D. Keenan, advertising director of the Star, were among the speakers.

DALE CASE FINALLY OUT OF COURTS

Contempt Charge Brought Against Editor by Judge Dearth Dismissed by His Successor

Recent action of two Indiana courts is believed to have written the final chapter to the long and tangled legal battle started several years ago by George R. Dale, editor of the *Muncie Post-Democrat*, when he came in conflict with Clarence W. Dearth, judge of the Delaware county Circuit court.

The last of the contempt charges brought against Dale by Dearth was dismissed in Muncie Saturday, Jan. 12 by Judge Lon A. Guthrie, Dearth's successor. The charge, which was filed Feb. 21, 1927, was one of several which grew out of editorials Dale wrote criticizing the court.

The other action came Friday when the Indiana supreme court upheld a ruling of the court of claims that Dearth was entitled to $350 salary withheld while he was under impeachment by the state legislature in the spring of 1927.

Dearth was impeached by the House of Representatives on seven charges after he had suppressed copies of Dale's newspaper carrying an editorial attacking him. After a lengthy trial by the state senate he was acquitted.

The supreme court's ruling declared the legislature has no power to impeach circuit judges and that such power rests only in the supreme court itself.

Dale gained widespread publicity several years ago when he carried one of the contempt convictions to the United States supreme court, after the Indiana supreme court had rendered its famous "truth is no defense" decision. The case was thrown out of the United States court on a technicality regarding payment of court fees.

BUILDING NEW PLANT

Work Starts on New Structure For New Haven Register

Work was started this week on the new fireproof plant of the *New Haven* (Conn.) *Register*, which is expected to be ready for use in April. The building will be constructed in two distinct sections separated by a concrete wall from basement to roof. The front part of the building will house the administrative departments and the rear section will be occupied by the mechanical plant.

The administrative quarters will be three stories high and 90 feet square, and will contain the editorial, business, advertising, circulation and allied departments. The second section will be 130 feet long, 90 feet wide and two stories high. A new Hoe superspeed press, recently ordered, will be installed on the first floor. Here will be located also the mailing and stereotype rooms. The upper floor will contain the composing room and additional stereotype equipment.

The entire building will be constructed of steel and concrete with an outer finish of stucco. Large plate glass and monitor skylights will provide light and ventilation.

The building was planned by Lockwood-Greene Engineers, Inc., of New York and Boston. Additional property adjoining the new plant has been purchased for future expansion.

The Register is published by John Day Jackson.

PRESS GROUP BACKING ADVERTISING BILL

California Publishers Would Have Financial Reports of School Districts Published in Paid Space

Only one bill will be sponsored by the California Newspaper Publishers' Association at the 1929 session of the state legislature. That one bill however, will materially increase the amount of legal advertising carried by California newspapers, if it becomes a law.

It requires that school trustees publish an annual financial statement of money received and paid out of school funds. While other state, county and civic government officials make such a published statement, the school trustees who handle as much money as all other public officials combined, are at the present time making no public accounting.

Among the provisions of the proposed measure are the following:

1. Each school district in California shall prepare and keep on file for public inspection, before Aug. 1 of each year, a statement of all receipts and expenditures of the district for the past year, as well as an estimate of expenses for the ensuing year.

2. This statement shall clearly show, under separate headings, the total itemized figures of each source of income and expense, on forms prescribed by the state superintendent of instruction.

3. Except where city boards of education print and distribute the annual statement in pamphlet form, the statement shall be published once in a newspaper of general circulation, printed and published in the district. If no newspaper is so published, the statement shall then be published in the nearest newspaper of general circulation in the country.

Members of the legislature committee which framed the bill are: Fred A. Chatters, *Lindsay Gazette;* Tobias Larson, *Claremont Courier*, president of the association; Harry S. Webster, *San Bernardino Sun and Telegram;* F. I. Drexler, *Kingsburg Record* and other publications; Charles A. Whitmore, *Visalia Times-Delta;* Carroll H. Smith, Smith & Sons publications, San Diego county; Harlan G. Palmer, *Hollywood Citizen;* H. R. Judah, *Santa Cruz News;* M. D. Witter, *Brawley News;* John F. Burke, *Santa Ana Register;* Ben H. Read, *Beverly Hills Citizen*, and John B. Long, secretary of the association.

SPONSORING FLAG CONTEST

Hearst Press Behind Novel Stunt Beginning Feb. 1

Hearst newspapers are sponsoring a national flag contest beginning Feb. 1, under the auspices of the United States Flag Association of which Col. James A. Moss is director general.

First prize in the contest is to be a trip around the world, while the local boy and girl winners in the 18 cities in which Hearst newspapers are published will be sent to Washington for the final event on Flag Day, June 4.

The contest consists of 75 questions about the flag which must be answered correctly and the preparation of an essay on "Old Glory's Greatest Glory," of such length that it can be recited in five minutes or less.

Floyd Williamson, member of the promotion department, is supervising the plans for the contest under the direction of E. M. Carney, supervisor of promotion of the Hearst Newspapers and editor of *Exchanges.*

VANDERBILT TRUST FUND

Trust certificates were dispatched this week to all original stockholders and creditors in Vanderbilt Newspapers. Cornelius Vanderbilt, Jr., commented in Reno, Nev., that he considered "the incident closed." The Vanderbilt trust at the present time amounts to more than $1,000,000. It is derived from the wills of Mr. Vanderbilt's paternal and maternal grandfathers.

PURELY PERSONAL

NORMAN E. MACK, publisher of the *Buffalo Times*, presided at a recent luncheon arranged by the Buffalo Chamber of Commerce to discuss the aeronautical industrial development which is taking place in that city. Mr. Mack has been appointed chairman of the Buffalo business organization's national affairs committee for 1929.

Mr. and Mrs. Herbert J. Campbell of Vancouver, Wash., are the parents of a son, born Jan. 16. Mr. Campbell is editor and publisher of the *Vancouver Daily Columbian*.

Guy P. Gannett, publisher of the *Portland* (Me.) *Press Herald, Evening Express and Sunday Telegram*, and Mrs. Gannett, have been in Washington the last few days, the guests of United States Senator Frederick Hale and his mother, Mrs. Eugene Hale. Mrs. Gannett continued on to Florida where she will spend the month of February.

Col. Wade H. Harris, editor of the *Charlotte* (N. C.) *Observer*, has recovered from an attack of influenza and is again at his desk.

J.H. Zerbey, editor of the *Pottsville* (Pa.) *Republican* is on a motor trip to Florida, where he wil spend the next two months. He was accompanied by his daughter, Miss Mildred Zerbey and his grandson, Joseph Zerbey.

James A. Hollomon, associate editor of the *Atlanta Constitution*, was in a critical condition at a local hospital this week as the result of a two-story fall down the stairway of the Henry Grady Hotel, Jan. 23, following an attack of vertigo.

George Williams, editor and publisher of the *Attica* (Ind.) *Fountain-Warren Democrat*, weekly, has gone to San Diego, Cal., to spend the rest of the winter, the first vacation he has taken during his ownership of the paper.

J. W. Roberts, editor of the *O'Donnell* (Tex.) *Index*, recently was injured in an automobile accident.

Frank Ruskiewicz, publisher of the *Buffalo Polish Everybody's Daily*, has gone to San Antonio, Tex to remain for two months studying real estate development in that region.

Carl Caswell, of the *Cherokee* (Ia.) *Times*, has been named advertising manager for the Braley School of Flying at Wichita, Kan.

Ira J. Williams, publisher of the *Perry* (Okla.) *Daily* Journal, has been elected president of the Perry Chamber of Commerce.

C. Neill Baylor, editor of the *Hagerstown*, (Md.) *Morning Herald* is back at his desk after an illness of several weeks.

Harvey R. Ling, editor and publisher of the *Burbank* (Cal.) *Review*, recently elected a director of the Burbank Chamber of Commerce, was immediately thereafter elected to the presidency of that body.

Chester A. Aldrich, publisher of the *Hoopeston* (Ill.) *Chronicle-Herald* is recuperating from an operation.

Glen R. Thomas, editor of the *Mt. Sterling* (O.) *Tribune*, fell on the ice a few days ago and broke his left leg.

IN THE BUSINESS OFFICE

ALFRED L. BABB has been elected business manager of the J. P. Bass Publishing Company of Bangor, publishers of the *Bangor* (Me.) *Daily Commercial*.

Roy Taylor, business manager of the *Texarkana Gazette* and *Texarkana Evening News*, is recovering from an attack of influenza.

Kenneth J. Nixon, local advertising manager for the *Boston Sunday Advertiser* and who is leaving Boston to take up similar duties for the *Washington Herald*, was given a complimentary dinner, Jan. 17, at the Copley Square Hotel by his associates on the Advertiser and *Boston Evening American*. Mr. Nixon was presented an enlarged photo of himself and on the frame of which were the autographs of his friends.

Doyle Pope, former court clerk, has been named circulation manager of the *Norman* (Okla.) *Cleveland County Democrat-News*, semi-weekly.

F. E. Woodman, formerly with the *Seattle* (Wash.) *Post-Intelligencer*, has been named promotion manager of the *Long Beach* (Cal.) *Press-Telegram*.

Herbert E. Wormser, who formerly had his own advertising agency in Baltimore, Md., and later national advertising manager for the *Dallas* (Tex.) *Times-Herald*, has been appointed manager of the copy service department of the *Long Beach* (Cal.) *Press-Telegram*.

A. G. Bixby, for 13 years on the staff of the *Seattle Daily Times*, first as assistant to the publisher and then as national advertising manager, has been appointed vice-president of the American Broadcasting Company in charge of national accounts. Lew Snyder, for 10 years on the executive staff of the Times, has been appointed director of advertising. Both Bixby and Snyder have gone to the head offices of the company in San Francisco.

Wm. Ramsell, advertising manager of the *Waterloo* (Ia.) *Tribune*, is giving a series of talks on the aims and work of the paper over Station WMT, located on the top floor of the Tribune building.

F. N. Challen, veteran advertising man, has joined the advertising staff of the *Greensboro* (N.C.) *Daily Record*.

C. D. Williams, of the circulation department of the *Decatur* (Ill.) *Daily Review*, received a deep gash over his eye recently when the car in which he and Mrs. Williams and their baby were riding overturned on the slippery pavement.

Ray K. Puffer, since 1927 with the Chicago office of the *New York World*, has joined the midwest staff of the *United States Daily*. Puffer also was formerly a representative of the *Saturday Evening Post*.

William Gray of the classified advertising department, *Portland* (Me.) *Press-Herald*, has resigned to join the Fidelity Trust Company, Portland.

E. L. Clifford, general manager of the *Pottsville* (Pa.) *Republican*, underwent an operation for appendicitis at the Pottsville Hospital on Jan. 19.

IN THE EDITORIAL ROOMS

WILLIAM W. WILCOX, JR., day copy chief of the *Indianapolis Star*, will leave the Star Saturday, Jan. 26, to join the editorial department of the *Chicago Herald and Examiner*. He will be succeeded on the Star by Wilfred A. Wille of the desk.

H. W. Sack has become financial editor of the *San Francisco Bulletin*. He was formerly on the *New York Herald Tribune*.

James A. Stuart, managing editor of the *Indianapolis Star*, was taken ill on his return last week from the funeral of his sister, Mrs. Charles Hendrickson of St. Onge, S. D. With Mrs. Stuart he is resting at West Baden, in southern Indiana. Earl Mushlitz, assistant managing editor, is in charge of the editorial department during Mr. Stuart's absence.

Robert W. Safford, assignment man of the *St. Louis Star*, has shifted to the staff of the *St. Louis Post-Dispatch*.

Mr. and Mrs. Robert Miller of the Hotel Franklin Arms, Brooklyn, are on their way to Tryon, N. C., for the winter. Mrs. Miller, whose writing name is Charlotte Wharton Ayers, was formerly woman's page editor of the *Brooklyn Standard Union*.

Perry Reigelman, who for a year has been with the *Siskiyou News* at Yreka, Cal., has returned to his home in Salem, Ore.

L. E. Fanning, of the copy desk of the *Boston Herald*, will shortly be transferred to New York as correspondent of the Herald, succeeding Russell Gerould, who is returning to Boston. Mr. Gerould has been in New York for the past six months. The Herald's headquarters in New York are in the Times Annex.

Charles Hurd, for the past two and a half years on the editorial staff of *Liberty*, has joined the staff of the *New York Morning Telegraph*.

John Montgomery, one time city editor of the *Memphis Commercial Appeal* and a former correspondent of United Press, is now a member of the re-write staff of the *New York Morning Telegraph*.

Clifford Laube, formerly editor of the Brooklyn section of the *New York Daily News*, has joined the staff of the *New York Times*.

Stanley Orne, dramatic editor of the *Portland Oregonian*, has been awarded the Guy Bates Post cup for the best criticisms of the spoken drama written by any Portland critic in 1928. The award was made at a meeting of the Portland Press club and carries with it a cash prize of $125. Winners on previous years were Cass Baer Hicks, former dramatic editor of the Oregonian, and Dean Collins, dramatic editor of the *Telegram*.

C. E. Greene, formerly a reporter on the *Fort Worth Press*, is now managing editor of the *Pine Bluff* (Ark.) *Graphic*.

Ted Everett, a reporter on the *Kansas City Journal-Post*, has been appointed head of the publicity department of the Transcontinental Air Transport, Inc.

Kenneth Hughes of the reportorial staff, *Springfield* (Mass.) *Republican*, has resigned to join the staff of the *Providence Bulletin*.

James P. Welsh who was automobile editor of the *New Orleans Times-Picayune* for two years is now on the copy desk of the *New Orleans States*.

W. D. Gaines, telegraph editor of the *Texarkana Gazette*, has joined the *San Antonio Express* as state capitol reporter and is covering the Texas legislature.

Claude A. La Belle, formerly real estate editor of the *San Francisco Examiner*, has joined the *San Francisco Chronicle* in the same capacity.

Charles G. H. Evans, waterfront man for the *Portland* (Me.) *Evening Express*, collapsed while on his run on Thursday. He was picked up by a longshoreman and rushed to the hospital. It will be several weeks before he will be able to return to his duties.

P. M. "Chick" Ross is now in the slot on the *New Orleans Times-Picayune* succeeding Ted Gay who quit the newspaper game to work for a New York bag company.

Russel McGuire, formerly of the *New Orleans States*, has joined the staff of the *New Orleans Times-Picayune*.

John E. Sutphin has been appointed city editor of the *Queens County Evening News* at Jamaica, N. Y. He succeeds Richard C. Bolton who is now circulation director and promotion manager.

Phil Erlick, a former Portland High School athletic star, has joined the sporting department of the *Portland* (Me.) *Press-Herald and Sunday Telegram*.

Eugene Travis, special assignment reporter of the *Memphis Evening Appeal*, has recovered from an attack of influenza.

Ann Campbell, *Detroit News* poet, is recuperating from an operation for appendicitis.

Lyle Saxon formerly of the *New Orleans Times-Picayune* staff was in New Orleans last week. He is the author of "Father Mississippi" and "Fabulous New Orleans."

J. Elner Brierly, dean of the Amesbury, Mass., newspaper men, has retired as correspondent for the *Boston Globe* in that district after 31 years of service. On Jan. 1, Mr. Brierly completed 32 years as manager of the Amesbury office of the *Newburyport Daily News*, a connection he retains. He is 68 years old.

V. M. Culver, police reporter of the *Memphis Press-Scimitar*, and Mrs. Culver are parents of a daughter, born recently.

William E. Taylor, for the last two years on the copy desk of the *Newark Star-Eagle*, and a member of the Saturday night staff of the *Newark Sunday Call*, has joined the copy desk staff of the *New York World*.

Miss Helen Hope Rodolf of Salem, Ore., has joined the staff of the *Cle Elum* (Wash.) *Miner-Echo*. She formerly worked for the *Salem* (Ore.) *Statesman*, the *West Salem Advocate* and the *Hollywood Press*.

Ham Basso of the *New Orleans Times-Picayune* staff recently sold his first novel to McMillan Company.

Harry August, city editor of the *Akron* (O.) *Times-Press*, last week covered the sessions of the state assembly and the inauguration of the new governor, Myers Y. Cooper, in Columbus, O.

W. R. Hull, news editor of the *Stewart* (Alaska) *News*, is suffering from severe eye strain which made it necessary for him to leave the paper for a while and go to Vancouver, B. C., for treatment.

Meigs O. Frost, reporter of the *New Orleans States*, is back on the job after an attack of influenza.

H. E. Burmester, formerly president of the Long Beach (Cal.) Chamber of Commerce, and more recently doing special assignment work for the *Long Beach* (Cal.) *Press-Telegram*, has been named financial editor of the newspaper.

Null Adams, reporter for the *Memphis Evening Appeal*, has been elected secretary of the Rowan Memorial Baptist Church, Memphis, by unanimous vote.

Henry S. Wood, agricultural editor of the *Indianapolis Star*, addressed the Rushville (Ind.) Kiwanis Club last week.

Seth Clarkson has resigned from the copy desk of the *New Orleans Item* and is now on the staff of the *Times-Picayune*.

Boyd Gatewood is now doing general assignment on the *New Orleans Times-Picayune*.

Clyde Mason, *Akron* (O.) *Times-Press* photographer, and Mrs. Mason are parents of a daughter born Jan. 21.

Robert Kellum of Cambridge City, Ind., has joined the copy desk of the *Indianapolis Star*.

Paul D. Hanes, former telegraph editor of the *Texarkana Evening News*, has returned to Texarkana from the *El Paso Post* to become telegraph editor of the *Texarkana Gazette*.

Jack Wade of the *Greensboro* (N. C.) *Daily Record* staff has been placed in charge of that paper's bureau at Raleigh during the sessions of the legislature.

Paul H. Ziegfield, former Lebanon, O., publisher, has become assistant editor of

FOLKS WORTH KNOWING

LEON HERMAN, who last succeeded J. A. Keefe as business manager of the *Memphis Press-Scimitar*, obtained his early newspaper training 23 years ago on the *Detroit Free-Press* while a high school student. He later became classified advertising solicitor on the old *St. Louis Republic*, and from there went to the *Chicago Record-Herald* and subsequently to the *Indianapolis Times* in the same capacity.

LEON HERMAN

In 1914 Mr. Herman joined the display staff of the *Cincinnati Post*. He was later transferred to the *Columbus Citizen* and soon became advertising manager of the *Oklahoma City Oklahoma News*.

His first position as business manager was on the *Dallas Dispatch* from which position he resigned to succeed Mr. Keefe as business manager of the Memphis Press in 1922. He went to the *Akron Times-Press* in 1925, and Mr. Keefe resumed his capacity of business manager of the Press.

With the recent return of Mr. Herman to Memphis, Mr. Keefe plans to take a short vacation and in the meantime to locate a newspaper in which he can obtain a financial interest, he announced this week.

the *Amherst Bee*, published at Williamsville, N. Y.

Gerald Tetley, of the news department, *Danville* (Va.) *Register and Bee*, has returned to work after a protracted attack of influenza.

Charles H. Chambers of the city staff has been named assistant city editor of the *Worcester* (Mass.) *Gazette*. He replaces Robert Irving Smith, assigned to cover the state house at Boston. G. Norman Collie is promoted from assistant night editor of the *Worcester Telegram* to night editor, to replace James H. Guilfoyle, who will cover the state house for the Telegram. Edward Joseph Allen has been named assistant night editor.

Mason B. Hood, of Charlotte, N. C., is covering the North Carolina legislature for a string of newspapers.

Jake Wade, of the *Greensboro* (N. C.) *Record*, is covering the North Carolina legislature for his paper and the *Charlotte* (N. C.) *Observer*.

Edward Fitzgerald, formerly of the *Boston Post* reportorial staff, has joined the *Boston Sunday Advertiser* rewrite staff.

Fred Niendorff, reporter on the *Seattle Post Intelligencer*, has been given six months leave of absence to join the promotion and executive forces of an apple vending machine firm.

Ora Willis has been promoted to assistant Sunday editor of the *Seattle Times*.

Charles F. Collisson, agricultural editor of the *Minneapolis Tribune*, addressed the Traffic Club of Minneapolis recently.

Carl T. Robertson, member of the famous Cleveland Whist Club bridge team No. 1 and *Cleveland Plain Dealer* editorial writer, has been elected president of the club. Games in which Robertson participates are broadcast by radio.

Don L. Brannon, telegraph editor of the *Peoria* (Ill.) *Star*, is in the St. Francis hospital, where he is recovering from an emergency operation for appendicitis. Justus Schlotshauer is handling the telegraph desk in Brannon's absence.

Sam Blackburn, columnist and special writer on the *Ardmore* (Okla.) *Ardmoreite*, is covering sessions of the Oklahoma Legislature in Oklahoma City, conducting his column also from that city.

Harvey T. Woodruff, sports writer of the *Chicago Tribune*, presented the Tribune trophy for the man most valuable to his team in the Big Ten conference to Charles "Chuck" Bennett, star half-back, in a ceremony at Indiana University, Bloomington, Jan. 19.

I. D. Stanford of Redding, Cal., has been named news editor of the *Santa Cruz* (Cal.) *Morning Journal*.

Carlton T. Reynolds and Rene G. DeTonnancoeur of the editorial staff, *Fall River* (Mass.) *Herald News*, are recuperating from attacks of influenza.

R. P. Sloan of the University of Texas has joined the copy desk of the *Fort Worth Record-Telegram*.

Fred Lynch, who has been chief copy boy for the *Seattle Daily Times*, has been graduated into a full fledged cub reporter.

Frank Colley, sports editor of the *Hagerstown* (Md.) *Morning Herald*, has returned to work after being ill with grippe.

George Arnold, of the copy desk of the *Richmond* (Va.) *News Leader*, is back at work, after an illness.

Joseph Adams has been named city editor of the *Belleville* (Ill.) *News-Democrat*, succeeding J. O. Schmidt.

Myron V. Depew, city editor of the *San Diego* (Cal.) *Sun*, recently underwent an operation for appendicitis.

Frank R. Kent, political feature writer of the *Baltimore Sun*, and the author of several books on politics, is to lecture at the University of Virginia on Friday nights. "The Great Game of Politics" is the subject of the lecture course.

Leonard Bacon Shubert has resigned as assistant city editor of the *Waterbury* (Conn.) *American*, to join the New York staff of the Associated Press as rewrite man. Charles B. Barr, state editor of the American has succeeded him and Niver W. Beaman, state editor of the *Republican*, has been transferred to the American's state desk.

Virgil Fulling, formerly of the editorial staff, *Denver Morning Post* is now filing the night city wire in the Associated Press Chicago office.

WEDDING BELLS

TED VOSBURGH, of the Associated Press sports staff, to Doris Kennedy of *Women's Wear Daily*. After a honeymoon in the south, they are now at home at Elizabeth, N. J.

Philo C. Hewitt, reporter for the *Salt Lake Telegram*, to Ruth Katherine Sellers of Los Angeles recently.

"Bob" Coyne, staff cartoonist of the *Boston Post*, to Miss Helen C. Cosgrove of Lexington, Jan. 21 in St. Bridget's Church, Lexington.

Thomas M. A. Dillon, Pittsfield, Mass., advertising man, to Miss Gladys R. Burns of Newtonville, Mass., Jan. 12.

Andrew J. Davidson, auditor of the Southern California Newspapers, Associated, to Miss Mary Young of Pasadena recently.

Gwen Bristow, reporter on the *New Orleans Times-Picayune*, to Bruce Mack-Manning, copy reader on the *New Orleans* Item, Jan. 14 in Franklin, La.

SPECIAL EDITIONS

GREENFIELD (MASS.) DAILY RECORDER, Industrial survey and business edition, Jan. 14.

Boston (Mass.) *Evening Transcript*, annual school and college section, edited by Harland K. Ratcliffe, Jan. 13.

Indianapolis Star last week issued two special sections. On Jan. 16 a fourteen page good roads section was published and on the following morning the Star issued a twenty-page tabloid poultry section.

Melbourne Australasian, 96-page Christmas edition, including 16-page color pictorial section, Dec. 15.

Raleigh (N. C.) *Times*, 96-page Inaugural and Progress Edition, Jan. 11. Three tabloid sections contained special feature articles and advertising. Edition marked inauguration of Governor O. Max Gardner.

New York Journal of Commerce 76-page annual Textile Edition published Jan. 24. It contained six sections—general news, textile, floor covering, rayon and silk.

Hastings (Neb.) *Daily Tribune* 32-page Progress Edition, Jan. 12 containing an exhaustive editorial and photographic survey of the Hastings territory.

Anaheim (Cal.) *Bulletin*, special edition, marking fifth anniversary of the paper printed in two sections—a 12-page news section and a 32-page tabloid section on coated stock printed in two colors. The latter section was called the Anniversary and Trade Extension edition.

ASSOCIATIONS

FIFTY newspaper men from the "Thumb District" of eastern Michigan were guests of the THUMB OF MICHIGAN ASSOCIATION at a banquet in Marlette, Jan. 19.

PRESS CLUB OF CHICAGO has revived its official magazine of olden days, *The Scoop*, with Charles Lee Bryson as editor.

M. E. Tracy, editorial-columnist of the Scripps-Howard newspapers, was the speaker at the Jan. 14 meeting of the COLUMBUS (O.) ADVERTISING CLUB.

Mrs. Catherine G. White has been elected president of the WOMEN'S ADVERTISING CLUB OF MINNEAPOLIS.

WOMEN'S ADVERTISING CLUB OF CHICAGO, at their meeting Jan. 15, commemorated newspaper week in Chicago with a Benjamin Franklin celebration. After dinner at Maillard's restaurant, Dan F. McMahon, local advertising manager of the *Chicago Tribune*, talked on "Newspaper Advertising," followed by an illustrated talk by Miss Lottie Brown of Brentano's.

Pat Harrison, United States senator from Mississippi, will be the principal speaker Feb. 13 at the banquet of the INDIANA DEMOCRAT EDITORIAL ASSOCIATION in the Claypool hotel, Indianapolis. Nellie Tayloe Ross, former Governor of Wyoming, also will speak.

Following a decision to permit women members in the ADVERTISING CLUB OF WORCESTER, MASS., a drive to enlarge the membership has been launched.

The Dead-Line Dinner of the SUBURBAN PRESS CLUB OF NEW JERSEY will be held Tuesday, March 19 at the Y. M. C. A., Orange, N. J.

NEW PUBLICATIONS

FIRST Hungarian newspaper to be published in Montreal made its appearance Christmas week. It is called *Reformatus Hirado*, and will serve the Hungarian colony, numbering about 3,000 in that city.

Wilmington, Mass., received the first issue of its first newspaper in history last week. The paper, a weekly, is published by Donald Patrick, formerly reporter for the *Reading* (Mass.) *Chronicle* and Ralph E. Sargent.

Mr. and Mrs. E. B. Deupree, former publishers of the *Carlsbad* (Cal.) *Journal*, have established the *Lemon Grove* (Col.) *Empire*.

PRESS ASSOCIATION NOTES

GRADY JOHNSON, formerly of the Atlanta United Press Bureau, was recently transferred to Memphis as chief wire operator of the new Southern United Press circuit, following establishment of United Press headquarters at Memphis, Jan. 1. F. O. Bailey is in charge of the Memphis bureau.

FLASHES

It takes two to make a bargain, but only one gets the bargain.—*Wall Street Journal.*

A chemist has found how to turn wood into food. Yes, of course, the board problem is simplified.—*McKinney Courier-Gazette.*

Commissioner Whalen seems determined that New York shall be a decent place for a lamppost to live in.—*New York American.*

As if there were not enough plays to keep them busy, two well known New York dramatic critics are now engaged in picking each other to pieces.—*J. J. Montague, New York Herald Tribune.*

NEWSPAPER ENGINEERING

An organization specializing in newspaper buildings, all phases of newspaper engineering, operation and production problems, analytical surveys and valuations.

S. P. WESTON, INC.

Newspaper Buildings, Production, Operation, Surveys, Valuations.

420 Lexington Avenue, New York

33,415,088

was the net paid advertising lineage carried by The Baltimore Sunpapers (morning, evening and Sunday issues).

During 1928

Circulation for December was Daily (M. & E.) 287,876 and Sunday 194,031.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

SAVE on Rebuilt GOSS & HOE PRESSES

Bargains in all types

tell us your needs and send for list

THE GOSS PRINTING PRESS CO.

CHICAGO — NEW YORK — LONDON

THE RESTORE PLAN

—prevents type metal troubles by the laboratory method of anticipating it!

Linotype Intertype Stereotype Monotype Thompson

BOOKLET ON REQUEST

Merchant & Evans Co.

PHILADELPHIA

Manufacturers of Spartan Type Metals Stock in Principal Cities

THE WELFARE COMMITTEE of the INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

WOMEN'S CLUB OWNS AND OPERATES LIVE WEEKLY IN N. Y. SUBURB

Entire Staff of Scarsdale Inquirer Composed of Women—Started by Sunday School Class in 1902, Taken Over by Club in 1919

By H. E. LESAN
President, H. E. Lesan Advertising Agency

I HAVE no desire to impugn the accuracy of, or get into an argument with the advocates of the statement that Solomon is reputed to have sent hurtling down the ages, to the effect that "there is no new thing under the sun."

Of course, Solomon might have academically considered that everything that seems new is just a new application of old stuff, as Mark Twain said of his stories. Or having a thousand wives, Solomon may have been but casually acquainted with the capacity of women.

But the residents of Scarsdale, N. Y. can tell Solomon or the world that the *Scarsdale Inquirer*, claimed by many authorities to be "the best community paper in the United States," is and has been for the past nine years, owned by the Scarsdale Women's Club and is conducted entirely by women, and, so far as Solomon or anyone else has yet reported, it *is* a new thing under the sun—*sui generis*—"the only one of its kind."

The Scarsdale Inquirer is a six-column, 22-page paper loaded to the guards with news and editorials and advertising. Captions on the first page inform us that it is "The Official Paper of the Village of Scarsdale" and that it is "A Community Paper Community Owned." The masthead on page four announces that the paper is "Published every Friday by the Scarsdale Woman's Club Publications, Inc." (A legal subsidiary of the Scarsdale Woman's Club).

This is the same Scarsdale Inquirer that was started in 1902 by a Sunday school class of the Scarsdale Congregational Church. Even then it was a real newspaper. It was a small four-page folio, but it bristled with news and advertisements of the community, which was then probably less than one hundred homes.

Stephen Angell, now a well-known realtor, in Scarsdale, was a member of this Sunday school class and editor of the paper. After several months of publication by the Sunday school class, the paper was turned over to young Angell, who, in turn, some time later, sold it to the Bronx Valley Press, a printing concern in the neighboring village of Tuckahoe, which, after running it a few years, suspended its publication.

In the meantime, a little body of earnest women in Scarsdale had organized to work for "woman's suffrage." When in 1919 the Nineteenth Amendment to the Constitution of the United States gave women the equal suffrage the club had been working for, the Scarsdale Woman's Suffrage Club organized itself as a social organization under the name of the Scarsdale Woman's Club and located itself in the Wayside Inn, one of Scarsdale's old Revolutionary landmarks on the old White Plains Road.

Unable to relapse into idle repose after their energetic work for suffrage and alert to some other work for the public weal, the club women decided that Scarsdale needed a newspaper, and that not only was there no good reason why the Club should not run a newspaper, but that there were plenty of good reasons why it should.

Emissaries went to the Bronx Valley Press, where the Scarsdale Inquirer had been silent for six months. Negotiation finally effected a sale of the Inquirer by the Bronx Valley Press to the Scarsdale Woman's Club, price one year's contract to print it.

The first issue of the paper under the Woman's Club management was on Nov. 15, 1919.

Before the first issue was permitted to come out, the women made a home to home canvass for subscriptions, and a store to store canvass for advertising. Result: 400 yearly paid subscriptions, and a good advertising patronage for the very first issue.

The help on both the first and second issues was all volunteer help.

The president of the club and the mother of the publishing idea, Mrs. Frank H. Bethell, the wife of a new York Telephone Company official, with the wife of a prominent Manhattan attorney, Mrs. Burchard Dutcher and the wife of a Remington Typewriter official, Mrs. Jacob Neahr, directed the volunteer workers, and Mrs. Allan Richardson, formerly of *McCall's Magazine*, was the editor of the first two issues. These ladies are still active in the direction of the paper, though the volunteer workers are now all replaced by paid workers, in which a professional editor, formerly with the *New York Tribune*, Miss Hannah Mitchell, works with the wife of the Scarsdale Episcopalian Rector, Mrs. Ruth Nash Chalmers, who in the nine years' work, has graduated into an equally professional associate editor and business manager.

The successful advertising manager was formerly the secretary of the Woman's Club; the bookkeeper-stenographer is an experienced woman; the "cub" society and personal reporter, just out of Skidmore College, is the daughter of the president of a well-known advertising agency in New York City.

But the officers of the Woman's Club still keep their hands on the throttle and the paper has a reserve of volunteer workers ready to act upon call.

And they are all women—don't forget that! Not a man has a hand—not even a finger—in making the newspaper, except as he may wander in to subscribe, to place an advertisement or to plead a cause with the editorial staff. And the last man in the village to claim any part or influence at the paper is a male relative or friend of any of the staff.

The paper is as great a business success as it is a professional success. It makes money, plenty of it, but it resolutely ploughs most of its earnings back into improving the paper. The balance of earnings is being placed in a sinking fund against a possible day when some private publisher may attempt to invade the field with a rival paper. For the Woman's Club adheres to its first policy of running a paper not for earnings primarily, though it makes satisfactory earnings a requirement, but frankly—and it would seem commendably—to keep in the hands of the women of Scarsdale an influence in community affairs.

The ownership of the Scarsdale Inquirer gives the Woman's Club the "edge" of power, which it uses for the most part benevolently, but nevertheless "skilfully" in case of necessity.

Only once in nine years is a case remembered where the men of the village largely took one side of a question and gained a victory with their greater economic and political experience against the women, who largely took the other side, but the women failed because they refused to use the power of the Inquirer to make their point because they would not jeopardize the paper's reputation for complete fairness.

Scarsdale's wives adhere to a sort of Lucy Stone attitude: "Our husbands are our lovers, our friends and our business partners, but our individual political opinions and our collective influence in civic affairs are in our own names, and by the grace of our ownership and management of the Scarsdale Inquirer, we mean to keep them there!"

Scarsdale's husbands observed the activities here related first with amusement, then with amazement.

Their present mental attitude is pride, with a dash of sheepishness.

Gains!

THE RULE WITH WHICH NEWSPAPER PROGRESS IS MEASURED

During the Year 1925
In Local Advertising
The Houston Post-Dispatch
Carried
6,412,854 Lines

During the Year 1926
In Local Advertising
The Houston Post-Dispatch
Carried
7,779,058 Lines
A GAIN of 1,367,204 Lines

During the Year 1927
In Local Advertising
The Houston Post-Dispatch
Carried
8,091,972 Lines
A GAIN of 312,914 Lines

During the Year 1928
In Local Advertising
The Houston Post-Dispatch
Carried
8,727,600 Lines
A GAIN of 635,628 Lines

In Prestige
The Houston Post-Dispatch
GAINED

the good-will of Houston newspaper readers as increased circulation figures prove, by consistent adherence to the principles of good journalism—gained the confidence of advertisers by producing profitable results, economically.

The Houston Post-Dispatch has made gains in local advertising lineage during the past four years that are nothing short of phenomenal. Month after month and year after year, Houston advertisers have shown their confidence in this great newspaper by placing with it an ever increasing amount of space, and in return the Post-Dispatch has proven its worth. The panels on this page show specifically the progress of the Post-Dispatch from 1925 to Dec. 31, 1928.

These figures are presented for their value to advertisers who place newspaper advertising according to present conditions rather than through traditional habit.

THE HOUSTON POST-DISPATCH LEADS ALL NEWSPAPERS IN THE STATE OF TEXAS IN ADVERTISING GAINS FOR 1928

—AND LEADS THE LARGEST AFTERNOON PAPER IN LOCAL FOOD LINEAGE FOR THE YEAR.

HOUSTON POST-DISPATCH

C. C. MAES, *Gen'l Mgr.* — A. M. COHEN, *Adv. Director* — O. M. LOWE, *Nat. Adv. Mgr.*

The S. C. Beckwith Special Agency, National Representatives
Holman & Connell, Color Advertising Representatives

NEW WALSH SERVICE

Christy Walsh to Manage Business Affairs of His Stars

Christy Walsh, president of Christy Walsh Syndicate, this week announced establishment of Christy Walsh Management, organized to handle commercial activities of stars and celebrities.

Syndicate writers under contract with other syndicates will be managed in activities outside their syndicate and newspaper activities by Mr. Walsh, according to the announcement. Robert L. Ripley, creator of "Believe It Or Not" for Associated Newspapers heads the list of outside stars under Mr. Walsh's direction.

Ledger Adds Verse Feature

"Rhymes of the Times," by Henry Edward Warner of the *Baltimore Sun*, a feature consisting of a verse a day, has been acquired by the Ledger Syndicate of Philadelphia. Mr. Warner has conducted columns of verse, humor and philosophy in various newspapers and for more than a year contributed a weekly poem on newspaper work to EDITOR & PUBLISHER.

Correction

Due to an error in an announcement by King Features, Inc., three new Sunday colored comic pages were reported last week as a combination page. They were "Petting Patty," by Jefferson Machamer; "Dolly Dimples and Bobby Bounce," by Grace Drayton; and a new page by Crawford Young, the title of which has not yet been announced.

Forms Feature Service

The Dell Publishing Company, of New York, commenced operation of a feature service last week with William Vogt as editor. The syndicate will distribute 32 pages of variegated features. Among those contributing to the service are F. M. Litten, author of boys' stories; E. D. Whipple, writer of general fiction stories; Joe Archibald and Ralph Wolfe, comic artists.

Starts Latin-American Bureau

Foreign Features Press and Editorial Bureau, of New York, has established a Latin-American literary department. Genaro Arbaiza, Latin-American journalist, and Norbert Lyons, former Manila editor and Philippine correspondent for the *New York Times*, head the department.

Publish Syndicated Series

A series of articles handled at one time by Metropolitan Newspaper Service has been published by Bobbs-Merrill Company with additions and some revisions under the title "The Great Horn Spoon." The author is Eugene P. F. Wright.

Has Sharkey-Stribling Series

Preliminary to the Stribling-Sharkey fight in Miami, Feb. 27, a series of training articles by each of the contenders will be syndicated by King Features Syndicate, Inc. After the bout there will be an article by each fighter.

Celotex Employs Cartoonist

Herbert Johnson, cartoonist, has been engaged to illustrate the consumer advertising for 1929 of the Celotex Company, Chicago, according to Batten, Barton, Durstine & Osborne, the agency handling the account.

To Syndicate "Adventure"

A series of four articles taken from the book "Adventure," by Rosita Forbes will be sent out by Metropolitan Newspaper Service in March under the same title. They have been illustrated by Armstrong Sperry.

Has Ban Johnson's Story

Chicago Tribune Newspapers Syndicate has obtained Ban Johnson's story of his 35 years in baseball.

Sales Manager Named

R. W. Sheppard, sales manager of the Tulip Corporation, has been appointed sales manager of the Automatic Merchandising Corporation of America, a division of the Consolidated Automatic Merchandising Corporation. R. W. Knox, of the United Advertising Corporation in charge of sales and advertising for the Glass Container Association, has been appointed a member of the sales planning and merchandising division of the parent concern.

BANK PLANNING CAMPAIGN

Doremus Preparing Extensive Schedule for San Francisco Institution

San Francisco "Serving the Empire of the West" is the subject theme which has been selected by Crocker First National Bank of San Francisco, for a series of institutional advertisements for use in a wide campaign exploiting the West. The advertisements will take the form of a series of factual essays on the economic progress of the individual western states.

The program, as planned, will be one of the most extensive advertising campaigns yet undertaken on a national scale by a Coast financial institution. In addition to the use of newspapers in the west, it is planned to utilize national publications. The advertisements will deal in turn with California, Oregon, Washington, Nevada, Idaho, Montana, Colorado, Utah, Wyoming, Arizona and New Mexico, the eleven states comprising the so-called "Empire of the West."

The campaign is being prepared by the San Francisco office of Doremus & Co.

Prints Subscribers' Names

Following a policy adopted 20 years ago the *Pasadena* (Cal.) *Star-News* published a list of subscribers together with the street addresses, in a special section last week. There were 21,000 names in the list. These names are now being segregated and will soon be published in book form to be used as an auxiliary to the city directory.

Entertains Carriers

Cash and gift awards were distributed at a banquet given recently by the *Longview* (Wash.) *Daily News* for its carriers. Mayor A. L. Gibbs, of Longview, attended the banquet. E. A. McKee, circulation manager, had charge.

Gives Carriers Party

The annual party given by the *Ogden* (Utah) *Standard-Examiner* for its carriers was held recently at the Hotel Bigelow, Ogden, and was attended by over 100 carriers and their "best girls." H. E. Gibson, circulation manager, arranged the party.

Newspaper Collector Robbed

Richard Ringo, a collector for the *Detroit News*, was kidnapped last Tuesday evening by two bandits who carried him twelve blocks in their car and threw him out in an alley after robbing him of $650 in cash and $400 in checks.

Increases Sunday Price

Beginning Jan. 20, the *Boston Sunday Post* increased its price to 10 cents, the same as that of the other Boston Sunday newspapers.

The Mississippi Sun

Charleston, Miss.

The Sun is sold on the merits of its local news, features, and editorial strength. It is the Home Paper and will put over your sales message in this rich agricultural district.

OFFERING STOCK FOR SPACE

Proprietary Medicine Company Writing Chiefly To Weeklies

The Munyon Remedy Company of Scranton, Pa., has sent letters to many Iowa newspapers, mostly weeklies, offering them contracts for "at least 500 inches of our advertising" at the paper's minimum rate less 15 per cent agency commission, "providing you will accept in part payment thereof ten shares of the cumulative participating preferred stock of the Munyon Remedy Company at $7.50 a share." The company offers to pay the difference in cash less 2 per cent.

The letter continues "it is perhaps unnecessary for us to call your attention to the profits to be made in the proprietary medicine business, but we will say to you that our preferred stock draws cumulative dividends at the rate of 40 cents a year and participates in all dividends over that amount paid on the common stock."

Delivering Papers by Plane

The circulation department of the *Huntsville* (Ala.) *Daily Times* is using airplanes to deliver newspapers to Athens, Ala., 24 miles from Huntsville. Similar service is planned for other surrounding towns in the near future, according to J. E. Pierce, publisher.

Promoting Classified by Radio

The *Kansas City Star's* "Want Ad Family" made its debut last week over the Star's radio station. "Reed and Heed," the Want Ad Harmonizers, opened and closed the program.

Writes Children's Book

Mary Graham Bonner, writer of children's stories for the Western Newspaper Union and in charge of the reviewing of juvenile literature for the *New York Sun*, is the author of "Magic Journeys" which has just been approved by the New York Board of Education as supplementary reading.

Anna Louise Strong Returns

Anna Louise Strong, North American Newspaper Alliance correspondent in Russia and China, returned to America on the Majestic, Jan. 16, to fill lecture engagements in New York, Boston, Philadelphia, Baltimore and the Middle West.

Girl Made Deputy Sheriff

Miss Mattye Wilson, city editor of the *Altus* (Okla.) *Times Democrat*, has been appointed a deputy sheriff of Jackson county by Sheriff Sam G. Banks. She is the only woman deputy in the state.

Using Color on Classified Page

To draw further attention to its want ad section, the *Des Moines* (Ia.) *Sunday Register* has been using Lindbergh's series on aviation and features on Houdini under red-ink eight-column streamers on the front page of the section.

BELLEW NOW CITY EDITOR

Thomas P. Bellew has been appointed city editor of the *San Francisco Chronicle* succeeding Charles M. Coleman who has resigned to handle publicity for the San Francisco Stock Exchange.

Are You Buying Acreage of Newsprint, or Are You Buying Readers?

By R. F. R. HUNTSMAN

The other day, an advertiser asked me how the circulation of *The Bronx Home News* kept pace with the amazing building growth in the Bronx.

He wanted to know how quickly our judicious sampling for circulation, and thorough canvassing among these newcomers in the Bronx, registered as "A.B.C." *newspaper circulation.*

He said: "People generally want to buy new furniture and furnishings, and a lot of other things, when they move into a new home. That's why I want to reach them at the exact time I know they are prospects for my goods."

So, I asked our Circulation Manager to give me an instance which would demonstrate the facts sought by this man, who wanted to reach new-comers in the Bronx.

The following interesting exhibit was sent back to me in about half an hour.

"Records of the Bronx Building Department show that on March 22, 1928, plans were filed for the new apartment house at 1964 Lurting Avenue, in the Van Nest section.

"Apartments were offered at rentals of $50 a month for three rooms, and $60 a month for four rooms.

"Tenants began moving in on October 1st last, and that same day the *Bronx Home News* carrier served sample copies of this newspaper to the new tenants, delivering the paper free of charge for one week, thereafter soliciting regular subscriptions.

"On October 10th, ten families had taken up residence in this apartment house, of whom six became permanent subscribers.

"Today, the house is fully occupied by twenty-one families, of whom fourteen are now regular *Home News* subscribers. Our carrier has yet to interview four of the families for their subscriptions, and he feels confident that he will secure these. Only three families have refused to subscribe so far."

People who pay from $600 to $720 per year for rent are buyers of pretty much of everything the American family needs.

Here they are in a compact territory, plentifully supplied by retail stores of every description. Practically all reading the *one* newspaper local to this community—the *Bronx Home News.*

Here is soil to be cultivated by any advertiser.

Are you buying acreage of news-print in Greater New York, or are you buying *readers* of your advertising?

If you want readers—and who does not?—here they are.

R. F. R. Huntsman, Inc.

Woolworth Tower, N. Y.

National Representative

"The Home News"

JOHN B. CARRINGTON

President of New Haven Journal-Courier Dies in 80th Year

John B. Carrington, president of the Carrington Publishing Company, publishers of the *New Haven* (Conn.) *Journal-Courier*, died at his home in New Haven, Jan. 21, after an illness of one week. He was in his 80th year and had been stricken with pneumonia a week previous.

Mr. Carrington was born in New Haven, April 24, 1849. He was educated in Russell School and entered the newspaper business in 1865. His father was publisher of the New Haven Journal-Courier and Mr. Carrington started working at the type case. Later he joined the reportorial staff, covering state news. Finally he entered the business department and had been connected with it ever since.

After the death of his father in 1881, Mr. Carrington and his brother, Edward, directed the business, and when his brother died Mr. Carrington assumed control as president. Later he sold a controlling interest in the newspaper to John Day Jackson, publisher of the *New Haven Register*, but remained head of the company.

Mr. Carrington is survived by four children, Mrs. Burnside Winslow, Mrs. Ezekial S. Bronson of New Haven, Mrs. John McFerran Barr of Louisville, Ky., and John Carrington, Jr., of New York. Funeral services were private and interment was in Grove Street Cemetery, New Haven.

LEONARD CLINE FOUND DEAD

Leonard Cline, former reporter of the *New York World*, was found dead in bed at his Greenwich Village apartment on Jan. 20. Before he left newspaper work to write novels, he had worked on newspaper staffs in Chicago, Detroit, and Baltimore. His novels were "Godhead," "Listen Moon," and "The Dark Chamber." The last volume was written in jail at Hartford, Conn., where he served nearly a year for manslaughter. He was convicted of killing Wilfred Irwin, New York advertising man, who had long been his friend.

Obituary

MRS. JOHN S. KNIGHT, 33, wife of the managing editor of the *Akron Beacon Journal*, died in Roosevelt Hospital in New York, Jan. 16, following an operation. She had been ill for several months, most of which time was spent at Saranac Lake, N. Y., in an endeavor to regain her health. Her husband and three small sons, the oldest 6 years and the youngest 11 months, survive. The funeral services were conducted at St. Paul's Episcopal Church, Akron, Jan. 19.

R. H. PARHAM, 48, business manager of the *Norman* (Okla.) *Transcript*, was killed Jan. 17 when the car which he was driving plunged into a ditch about three miles south of Norman. His companion, Henry P. Meyer, was only slightly injured. He had been business manager and part owner of the Transcript since 1918.

WILLIAM L. DOUGHERTY, 50, city editor of the *Boston Daily Advertiser*, and one of Boston's best known newspaper men, died suddenly, Jan. 22, at his home, 101 Lovell Road, Watertown. Death was due to a heart attack.

ELMER RIGDON, 64, a veteran newspaper man of Pittsburgh, died at his home in Bellevue, a suburb, Jan. 21. More than 30 years ago, Mr. Rigdon joined the *Pittsburg Press* and was widely known for his "Police Court Sketches." Mr. Rigdon leaves his widow, Mrs. Ona H. Rigdon; a daughter, Mrs. J. H. Roelofs; and a son, Earl Rigdon.

W. E. GILLILAND, 80, editor and owner of the *Baird* (Tex.) *Star*, weekly, for the past 41 years, died Jan. 14. He had served in the state legislature and had been a member of the Texas Press Association for 38 years. Burial was at Ross.

ERNEST NELSON, 28, son of Willard Nelson, publisher of the *Bucoda* (Wash.) *Press*, died at Chahalis, Wash., Jan. 10.

DANIEL CARTER STEARNS, 67, who had been editor of the *Berea* (O.) *Grit*, and *The Cuyahoga*, a Cleveland publication, died at Tryon, N. C., this week. Burial was at Berea. He had served in the National Guard and the Spanish-American War and was at one time mayor of Berea.

MRS. LILLIAN H. JONES, wife of Everett O. Jones, advertising solicitor of the *Harrisburg* (Pa.) *Patriot and Evening News*, died recently at her home following an illness of several weeks.

MRS. W. S. GALVIN, 77, mother of Leroy S. Galvin, publisher of the *Lima* (O.) *News*, and W. J. Galvin, publisher of the *Wilmington* (O.) *News-Journal*, died at her home in Jamestown this week. Her late husband, W. S. Galvin, was publisher of the *Jamestown* (O.) *Journal* for 50 years.

ROBERT (Uncle Bob) ARMSTRONG, 76, veteran of the Memphis printing trade, for the last few years a proof reader for the *Memphis Commercial Appeal*, died Jan. 20 from influenza-pneumonia.

J. RICHARD RAUTH, 6 year old son of J. Richard Rauth, reporter on the *Hagerstown* (Md.) *Daily Mail*, and Mrs. Rauth, died recently.

ERIC V. HAUSER, who started earning his living as a printer's devil on the *Minneapolis*, (Minn.) *Tribune* 42 years ago, later became a railroad contractor, and finally rounded out a fortune as a hotel owner, died Jan. 17 in Portland, Ore.

J. FRANK MALONEY, for 31 years Associated Press operator at the *Bangor* (Me.) *Daily Commercial* office, died in Bridgeport, Conn., last week.

WILLIAM J. SULLIVAN, of the *Boston American*, died of pneumonia this week at the Quincy City Hospital. He began his newspaper career in the mechanical department of the old *Boston Record* and joined the Boston Evening American, when it started in 1904. He was with the paper 19 years and was composing room superintendent for several years. Later he joined the *Boston Telegram* and subsequently was business manager of the *Fall River* (Mass.) *Globe*. He returned to the Boston American a year ago. He is survived by his widow and four children.

DE WITT WICKLIFFE SMITH, 84, a pioneer resident of Springfield, Ill., died Wednesday. Mr. Smith was the father of Mrs. Henry L. Pindell, of Peoria, owner and publisher of the *Peoria Transcript* and *Peoria Journal*. Mrs. Pindell took over the operation of the newspapers on the death of her husband a number of years ago.

GEORGE D. BRIGGS, 53, widely known advertising man, died in St. Petersburg, Fla., Jan. 14, following a very short illness.

CHARLES EDWARD THOMPSON, staff member of Dow, Jones & Co., financial news organization in New York, died this week of spinal meningitis. He was 39 and had been with Dow, Jones & Co. seven years. He is survived by his wife and a six-year old son.

O. S. Deringer, 67, former publisher of the *Menomonie* (Wis.) *Times* and *St. Paul Saturday Evening News*, died Jan. 19 at his home in St. Paul.

TO ENLARGE PLANT

Roy F. Essen, editor of the *Clayton* (Mo.) *Watchman-Advocate*, has announced plans for the construction of a $76,000 addition to his newspaper plant at Clayton, Mo. The addition will be three stories high and will be constructed on land now owned by the paper adjacent to the present plant.

REPORTER SOLVES MYSTERY

Refusal of Will W. Bowman, reporter for the *Ogden* (Utah) *Standard-Examiner*, to accept a coroner's verdict of suicide in the death of a woman in Ogden, unearthed a murder case and resulted in the arrest of the dead woman's husband. Bowman did some private detective work on the case and obtained valuable evidence.

Judge Our Service ---- by the Company We Keep.

Another Real Publisher...

—from MESSRS. BROWN & DONNELLY

Cumberland (Md.) Daily News:

"Again the *Partlowe Plan* has demonstrated its usefulness and supremacy in its field. In the beginning you promised us 'PARTLOWE SERVICE' and we have had 'PARTLOWE SERVICE' every minute of both campaigns. We congratulate you."

The Charles Partlowe Company
"Clean Circulation Campaigns"
Occidental Building Indianapolis, Indiana

It's so easy for a newspaper reader to buy another paper if his favorite falls down that papers like The Florida Times-Union have learned the secret of service. And it takes years to do it.

The Florida Times-Union
JACKSONVILLE, FLA.

"Today's News Today"

UNITED·PRESS

Complete wire reports for evening, morning and Sunday newspapers everywhere

DAN A. CARROLL
JOHN E. LUTZ
Publishers' Representatives
NATIONAL ADVERTISING
Personal and specialized service,—with highly efficient organization — that builds volume business, working in cooperation with Local Advertising Departments.
Ask Our Publishers
Offices
110 E. 42nd Street
New York City
Tower Bldg., Chicago

BLANKETS
of all kinds for all makes of
Rotary Newspaper Printing Machines
Automatic Efficiency Felt Blankets
Monocork Blankets
Oil-proof-face Rubber Blankets
Cutting Rubbers and Conveyor Wire
You can save waste paper, increase production and obtain better printing when your machines are properly blanketed.
We specialize in the manufacture of Newspaper Printing Blankets and carry a complete line, including all widths and thicknesses.
New England Newspaper Supply Company
Worcester, Mass., U. S. A.
Cable Address NENSCO
Worcester, Mass.

DO YOU NEED A TRAINED MAN?
The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men —it saves you time by recommending only those who meet your requirements.
If you expect a vacancy, please write John G. Earhart, Director Personnel Bureau of Sigma Delta Chi, 836 Exchange Ave., Chicago, Ill.
NO CHARGE TO EMPLOYERS

ROTO-GRAVURE
Sections for
Newspapers & Magazines
STANDARD
Gravure Corporation
LOUISVILLE, KENTUCKY

BLACKMAN TO MOVE

New York Agency Leases Three Floors in New Chanin Building

The Blackman Company, New York, has leased the 26th, 27th and part of the 25th floors of the new Chanin Building, 42nd Street and Lexington Avenue, and will move there about May 1. The lease is for a period of 15 years at an aggregate rental of $1,250,000.

The Blackman Company was established in 1908 and is controlled by H. L. Wilson, J. K. Frazer and Frank J. Hermes. Among the accounts it handles are Procter & Gamble, Vacuum Oil Company, National City Company, Lehigh Portland Cement Company and Parke Davis Company.

Paper Company Names Agency

The L. L. Brown Paper Company of Adams, Mass., makers of bond and ledger papers have appointed the Wm. B. Remington Advertising Agency of Springfield, Mass., to handle their account. Other new accounts to go to this agency are: Rogers, Lunt & Bowlen Company of Greenfield, Mass. makers of sterling silverware and the Brooks Boat Company of Saginaw, Mich., makers of boats and boat patterns.

Agency Man Honored

A cross of honor was awarded to Ernest Campbell Pollard, head of the Pollard Service, advertising agency, and former managing editor of the *Richmond* (Va.) *Times-Dispatch* by the United Daughters of the Confederacy at the State Capitol Jan. 19. Douglas Freeman, editor of the *Richmond News-Leader*, was one of the speakers. Pollard served overseas during the World War.

New Coast Agency

Leonard Davis, formerly with the American Piano Company, and Albert J. Ford, former newspaperman in Trenton, N. J., have formed an advertising agency in San Diego, Cal. Mr. Ford is the son of the late Henry Jones Ford, at various times editor of the *New York Sun, Chicago Tribune* and *Baltimore Sun*.

New Procter & Collier Executive

Wayne Calhoun, formerly general sales manager of the Estate Stove Company, Hamilton, O., is now associated with the Procter & Collier Advertising Agency, Cincinnati, as director of merchandising. He succeeds R. R. Wason, who has become general manager of the Clark Lighter Company, New York.

McAnulty With Allen-Klapp

James S. McAnulty has joined the Chicago staff of the Allen-Klapp Company, newspaper representatives. Mr. McAnulty was for several years with the Roche Agency in the media department.

Laurimore Account Executive

T. Jarvis Laurimore, formerly with the Stanley H. Jack, Company and at one time with the Ruthrauff & Ryan Agency, has joined the Guenther-Bradford Advertising agency, Chicago, as an account executive.

D. D. Lee With Boyce

David D. Lee, of the Charles C. Green Advertising Agency, recently joined the advertising staff of W. D. Boyce Company, Chicago, publishers of *Blade and Ledger, Extra Money* and *Movie Romances*.

Ascherl Joins Erwin, Wasey

Anthony P. Ascherl, formerly art director of Batten, Barton, Durstine and Osborne, has joined the art department of Edwin, Wasey & Co., New York.

Wright With Erwin, Wasey

A. E. Wright, formerly with Henri, Hurst & McDonald, Inc., Chicago has joined the service department of Erwin, Wasey & Co., Chicago.

N. H. Pumpian Promoted

N. H. Pumpian, for five years with Henri, Hurst & McDonald, Inc., Chicago agency, has been placed in charge of space buying for that firm.

GUNNISON ADDS TO STAFF

C. R. Rice and J. M. Johnson Become Executives—Handling Radio Acts

Charles R. Rice, of Lord & Thomas and Logan, has joined Stanley E. Gunnison, Inc. as assistant production manager, and John Morton Johnson, of the Mergethaler Linotype Company, has joined the Gunnison organization as an account executive. Mr. Rice was with Hanff-Metzger, Inc., before his connection with Lord & Thomas and Logan.

The Reed Ice Cream Corporation, of New York, New Jersey and Pennsylvania has started a 20 weeks broadcasting program over station WOR, which is being prepared by the Gunnison agency.

Carter Takes Large Quarters

The Carter Advertising Agency, New York, moved from 285 Madison Avenue to new and larger quarters in the Chanin Building, 42nd Street and Lexington Avenue, Jan. 19. The new offices are triple the size of the agency's former home. Louis Meyer & Sons, Inc., manufacturers of Meyers Gloves have appointed the Carter Agency to direct their advertising. Newell L. Mead, for many years advertising manager of the B.V.D. Company recently joined the Carter agency.

Opening Buenos Aires Office

Russell Pierce, connected with the Chicago office of J. Walter Thompson, advertising agency, for two and a half years, is en route to Buenos Aires to take charge of the copy department of a new office being opened there. Before joining the agency, Pierce was the publicity director for the University of Chicago.

Bickford Joins Jordan

Walter R. Bickford, formerly editor in charge of the building construction department of the F. W. Dodge Corporation has resigned to become space buyer and research director in charge of the market survey division of Jordan Advertising Abroad, Inc., New York.

Joins Burnet-Kuhn Staff

Milton Kirshbaum, a recent graduate of the University of Michigan, has joined the Burnet-Kuhn Advertising Company, Chicago, for whom he will do both copy and contact work.

Gets Licod Tablets Account

H. Sumner Sternberg & Warren Kelly Advertising Agency, New York, has been appointed to handle advertising of the Syer Corporation, New York, manufacturers of Licod Tablets.

Willman Resigns

George L. Willman has resigned from Critchfield & Co. to return to his former work as independent sales and merchandising counsel, effective Feb. 1.

Two Dailies Name Scheerer

Scheerer, Inc., New York and Chicago, has been appointed to represent the *La Grange Reporter* and the *Valdosta Times*.

CORRECTION

In its issue of Jan. 9 EDITOR & PUBLISHER incorrectly stated that the advertising of the National Retail Lumber Dealers Association is being placed in the magazines by the Millis Advertising Agency, Indianapolis. Fred Millis, president of the agency states that "every cent spent from the retail lumber fund for publication advertising has gone into newspapers."

Atlanta Constitution Appoints

National advertising representation of the *Atlanta* (Ga.) *Constitution*, handled for 38 years by James R. Holliday, has been changed to the Kelly-Smith Company, it was announced this week. Holliday formerly was a member of the firm of Nichols & Holliday, but Mr. Nichols died about 20 years ago, and Mr. Holliday continued the business alone.

Noyes With Larchar-Horton

Frederick C. Noyes, formerly advertising manager of the Stanley Works, has joined the Larchar-Horton Company, Providence, R. I., as account executive.

CLASSIFIED TELEPHONE CONFERENCE IN N. Y.

(*Continued from page VII*)

Jewish Daily Forward; Lillian Keating, *Wilkes Barre* (Pa.) *Times-Leader;* J. H. Brikel, *Harlem Home News;* Ruth Dunning, *Detroit* (Mich.) *Free Press;* Meta Bredensteiner, *St. Louis Globe Democrat;* Philip D. Crawford, *Buffalo Courier-Express.*

George S. Foster, *Pittsburgh Sun-Telegraph;* Edgar M. Lazarus, *Bayonne Times;* Mrs. M. J. Renneisen, *New York Times;* Henry G. Barringer, *Pittsburgh* (Pa.) *Press;* Mrs. Margaret Stokes, *New York Herald Tribune;* Miss Gertrude Conrad, *Kitchener* (Ont.) *News Record;* Fred E. Hussey, and Miss Edith B. Johnson, *Rochester Democrat & Chronicle;* Miss Lucille F. Pfaff, *Rochester* (N. Y.) *Journal;* Evan Mitchell, *Ithaca* (N. Y.) *Journal-News;* Miss Jane Harper, *New York American;* Charles L. Birdsall, *Boston Herald Traveler.*

W. S. Hershey, *Cincinnati Enquirer;* Miss Henriette De Zayas, *New York Times;* Mrs. James F. O'Connor, *Buffalo Times;* Mrs. Thornton E. Pike, *Haverhill* (Mass.) *Evening Gazette;* Miss Josephine Hunt and Miss Amma A. Crynes, *New York World;* S. H. Bliss, *Janesvile* (Wis.) *Daily Gazette;* Miss Clair McCoullough, *Lancaster* (Pa.) *Newspapers, Inc.;* Frank McCabe, *Brooklyn Standard Union;* Miss Meriam Lawrence, *Yonkers* (N. Y.) *Statesman;* W. H. Freeman, *New York Telegram.*

H. W. Connell, *San Antonio* (Tex.) *Express and Evening News;* Carl E. *French,* and Oscar E. Schenk, *Chicago Evening American;* Marshall P. Trippe, *Albany* (N. Y.) *Times-Union;* Sydney A. Lazarus, *Bayonne* (N. J.) *Times;* J. D. Rivers, *Chattonooga* (Tenn.) *News;* Joseph H. Murray, *Hartford* (Conn.) *Courant;* H. Tarlyton, *Syracuse* (N. Y.) *Journal;* Mrs. Ethel McCaulley, *Syracuse Journal and American;* George T. Bertsch, *Baltimore* (Md.) *Sun.*

A. G. Worthington, *Rockville Centre* (N. Y.) *Nassau Daily Review;* Miss Sophie Minton, *Albany Times-Union;* Miss Ethel C. Sage, and Miss Mary Foley, *Syracuse Post-Standard;* Dean Heintzleman, *Akron* (O.) *Beacon Journal;* Miss Helen Lane, *Detroit Times;* Miss Allice M. Miller, *Toledo News Bee;* Miss Bess Snyder, *Pittsburgh Press.*

James McGovern, *Albany Knickerbocker-Press;* Charles Winters, *Chicago Daily News;* Theodore Newhouse, *Staten Island Advance;* Alfred S. Haeussler, *Brooklyn Daily Eagle;* J. P. Crynes, *New York World;* James A. Doherty, *Providence Journal;* Charles T. Hardin, *Columbus Dispatch;* L. L. Heaton, *New York Herald Tribune;* C. Webster Knerr, *Union City Hudson Dispatch;* A. H. Van Dwyn, Miss Nettie Young, and Miss Grace Curtin, *Newark Star Eagle;* R. U. Simmonds, *Yonkers Statesman;* Charles W. Horn, *New York American.*

Felix S. Towle, Jr., *Long Island City Daily Star;* Carroll M. Schoenjahn, *New York Times;* A. J. Winter, *Downes Grove* (Ill.) *Reporter;* V. M. Young, *Ottawa Citizen;* M. X. Garringer, *Schenectady Union Star;* I. Edwin George, *Allentown* (Pa.) *Chronicle News.*

Classified

EDITOR & PUBLISHER Classified Advertising Information

RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times— .40 per line
ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .75 per line
4 Times— .60 per line
Count six words to the line

White space charge at same rate per line per insertion as earned by frequency of insertion. Minimum space, three lines. The Editor & Publisher reserves the right to classify, edit or reject any copy.

BUSINESS OPPORTUNITIES

Brokers

Automobile Guide Books, established, well known, up-to-date, available for $10,000. Publisher having distribution facilities could handle. Harris-Dibble Company, 11 West 42nd Street, New York City.

The Coffeyville, Kansas, daily newspaper merger was made by this agency Jan. 14, the Journal buying the Morning News, thus putting this growing city of 20,000 in the one-newspaper class. In making this deal we signed up almost eighty of the leading advertisers not to patronize any other newspaper there for five years. This is the ELEVENTH daily newspaper sold, and the SEVENTH merger, made by us since June 1, 1927, besides selling many weeklies. No small agency could do this if it did not render careful, conscientious, personal service. We invite your inquiries. Clyde H. Knox, Board of Trade, Kansas City, Mo.

Bargain For Quick Buyer—Semi-weekly; exclusive fertile field; splendid newspaper and job equipment; good circulation; earning dividends; initial payment $17,000; price low; will be increased near future. J. B. Shale, Times Bldg., New York.

We have Clients, ready to buy for cash, newspaper properties from $50,000 to $5,000,000; also have large or small properties for sale. Louis Eddy, Wrigley Bldg., Chicago; Met. Theatre Bldg., Los Angeles.

OMAR D. GRAY, Sturgeon Mo., writes: "I know of a city of around 1,000,000 population that needs a morning tabloid daily, and to the right man with sufficient capital to run same, I can make arrangements so that tabloid can be printed without the expense of buying presses.

"I know a daily which will pay $50 or better salary as editor if applicant can invest $5,000. Dividend of 10 per cent guaranteed and at end of six months stock will be bought back if applicant is not satisfied with investment or if owners of paper are not satisfied.

"If you need a good man in any department of your newspaper let me find him for you; if you want a better job than you are now holding write me.

"How would you like to buy a good weekly in the Ozarks, the most picturesque part of America, priced at $10,500, $6,500 down?

"The best buy in the Central West is an Illinois daily clearing $27,000 a year, including owner's salary. Price with building $125,000—$60,000 down. Why don't you try to own it?

"$35,000 will handle prosperous North Carolina daily.

"December 28, while studying Arkansas dailies I discovered that Hope, Arkansas, had two dailies—a morning and evening. On an hour's notice I packed my grip and went to Hope and listed both dailies there for sale. On January 16 I sold them. That made the third Arkansas daily I have sold in four months."

Interest For Sale

For Sale, one-half interest in profitable weekly newspaper in Bergen County, New Jersey. Buyers must be capable of handling advertising or editorial end of business. Cash needed about five thousand. B-853, Editor & Publisher.

Investment Opportunity

Daily Morning Publication for Lawyers, Realtors, and Bankers, where there is no other such paper. No competition because advance annual subscriptions, legal, financial and real estate advertising and official connections have been secured, before regular daily publication, by wide distribution of well received advance issue. Enterprise sponsored and partially financed by influential men who know the need for a paper in New Jersey like the New York Law Journal and similar publications. Newspaper man with Business Manager experience and money for part or controlling interest can write to Box B-807, Editor & Publisher.

Newspaper Financing

New York City Linotyper operating modern day and night plant, will finance weekly or monthly publication with future. Box B-789, Editor & Publisher.

Employment — Equipment — Services

BUSINESS OPPORTUNITIES

Newspaper Wanted

Have Cash Buyers for newspaper properties in towns from 10,000 to 100,000 in Ohio and Western Pennsylvania. Negotiations confidential. Write B-850, Editor & Publisher.

Will buy controlling interest in small daily grossing over $30,000. B-840, Editor & Publisher.

Printing

Trade Printers for 17 years can accept another publication at reduced printing prices. Act quickly. B-772, Editor & Publisher.

CIRCULATION

Promotion

The World's Largest Circulation Building Organization—The only circulation building service in Newspaperdom furnishing publishers' affidavits of the exact results of its every campaign. The Charles Partlowe Company, Occidental Building, Indianapolis.

The W. S. Kendall Company, 104 N. Bailey avenue, Louisville, Ky.—Superior Circulation Builders—Creators and sole owners of the Kendall Plan.

Circulation Builders—Blair & Austin, 230 North Sixth St., Reading, Penn. Originators of Salesmanship Club Campaigns.

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire. O'Dell Circulation Service Bureau, Bell Block, Cincinnati, Ohio.

Recent Drives net 4,000 to 15,000 new subscribers. Weeklies and dailies. Former publisher, understands publishers' problems. Hudson De Priest, Suite 3, 147 E. 86th St., New York.

EDITORIAL

Sunday School Lessons

Send Your Paper to Church by using Southern's comment on the International Sunday School lessons. Written by a layman in Missouri language. A thousand words issued once a week for daily papers. Price to ten thousand circulation and under, $1.00 per week; to one hundred thousand and under, $1.50 per week; over one hundred thousand, $2.00 per week. William Southern, Jr., Independence, Missouri.

$10,000 For Story

People's Popular Monthly will pay $10,000.00 for a satisfactory serial of about sixty-five thousand words. It should be a wholesome love story with plenty of action. Woman interest essential. No western stories desired. Should be in by July 1st. Write for further particulars if you wish to submit a story. Address Fiction Editor, People's Popular Monthly, Des Moines, Iowa.

EMPLOYMENT

Help Wanted

Circulation Manager, thoroughly experienced in developing carrier and street sales. Evening Eastern daily. Give complete history and salary desired. Box B-847, Editor & Publisher.

Circulation Manager and Promoter wanted on successful daily in the Metropolitan area. Must come highly recommended. Position to pay $75 weekly to start with advances according to production. B-810, Editor & Publisher.

Circulation Assistant—A Middle-west newspaper, 25,000 circulation, seeks the services of a young man, 25, to assume position of responsibility in circulation department. Must be capable of building efficient carrier organization and handling all department routine. Ability to create high class promotion material is essential. This is an excellent opportunity to connect with a progressive organization. Give complete qualications, age and salary expected. B-825, Editor & Publisher.

Classified Manager—Wanted for daily near New York. Excellent opportunity for young man who can build Classified. B-858, Editor & Publisher.

General Manager—Wanted for daily newspaper, in Pennsylvania city. Small investment, and references, required. Write B-857, Editor & Publisher.

Managing Editor wanted on successful daily newspaper in small city. Modern and complete equipment, capable staff. Give full information in first letter. Address B-798, Editor & Publisher.

EMPLOYMENT

Help Wanted

Secretary, young man interested in newspaper work, lifetime opportunity with national organization, must be expert stenographer and typist and not averse to figure analyzation. Some travel with general management executive, New York headquarters. Accompany first letter with photograph and briefly state education, experience, nationality, religion, salary. B-859, Editor & Publisher.

Sunday or Feature Editor—Young, enthusiastic, resourceful and intelligent; able to produce and develop ideas—to act as executive assistant to editor of non-fiction magazine. Adequate salary. Congenial associates. Excellent opportunity. Applications received in confidence. State age, detailed experience and salary now earned in first letter, which should demonstrate your fitness for the place. B-834, Editor & Publisher.

Wanted a Promoter with a crew of experienced solicitors to put on a 75th anniversary number for a well known German publication. For particulars write Wm. Roeglin, 1442 Brush St., Detroit, Mich.

Situations Wanted

Accountant—Young man now employed by C.P.A. newspaper specialist. Four years' experience traveling and auditing dailies and weeklies. Wants to settle down. Desires position as accountant; business manager of 10,000 to 25,000 daily. Can give references from present employer and others. B-835, Editor & Publisher.

Advertising Salesman or advertising manager position on daily paper. Three years' experience. Missouri University Journalism graduate. Twenty-five years old. Married. Good references. Prefer Southern state. Now employed. Robert L. Speer, News-Herald, Marshfield, Wisconsin.

Advertising—First-class man—copy, layouts, constructive selling—successfully employed, seeks southwest connection. B-842, Editor & Publisher.

Advertising Man—Exceptional copy writer, layout and salesman who has been receiving above $60 weekly wants job with good daily. Would buy few thousand interest; prefer midwest, west or south. On same job five years; 25 years old and unmarried. B-841, Editor & Publisher.

Advertising Manager—Specialty, building run down papers. Past records prove competence. B-844, Editor & Publisher.

Business Manager or publisher's assistant open for engagement. Twelve years' experience, including editorial, local display and national advertising representation. B-795, Editor & Publisher.

Circulation Road Man—Thoroughly experienced in suburban and country circulation, desires connection with Metropolitan daily, (New York City preferred) or magazine, as road man. Past six years covered New England, New York, New Jersey, Pennsylvania, Ohio, Virginia and West Virginia. Age 28, single. Reside New York City. Best references. B-849, Editor & Publisher.

Circulation—Live Eastern daily, desiring permanent circulation boost in suburbs or new territory can obtain services of energetic, resourceful worker, trained in above line. Reporting and circulation experience. B-843, Editor & Publisher.

Circulation Manager or Assistant, capable, practical, Circulation and Promotion Manager. Fifteen years with evening newspaper of 100,000 circulation. Age 40. B-837, Editor & Publisher.

Circulation Manager — Complete knowledge of every branch, 18 years' experience as business manager, advertising and circulation manager, in cities from 25,000 to 130,000. Best references. Address B-838, Editor & Publisher.

Circulation Manager, fifteen years' experience, wants to connect with newspaper ten to thirty thousand circulation. West preferred. B-792, Editor & Publisher.

Circulation Manager — Young married man desires connection with a progressive evening newspaper. Has successful record of circulation increase; thoroughly trained in all phases of circulation work; city, suburban, and country promotion; newsdealers' promotion, mail subscription and independent boy carriers. Member of I. C. M. A. B-806, Editor & Publisher.

Circulation—Young man, experienced, wants position as circulation manager on paper up to 10,000, or assistant to manager on larger paper. Know all details of circulation work, including route delivery. B-831, Editor & Publisher.

City Circulation Manager, employed, desires circulation managership of paper up to 20,000, or will act as city circulation manager of paper up to 50,000. Age 28, married. Endorsement from present employer, who regrets that his organization offers no opportunity for further advancement. B-805, Editor & Publisher.

Classified Manager—Nine years' experience on large city newspapers. Every year as manager one of substantial progress. Broad experience. Know every phase of classified. A builder. Age 39. College. Vigorous. No job too hard. Go anywhere for opportunity. Past employers are references. Ask for my record. All answers confidential. B-860, Editor & Publisher, or publishers and managing directors, if they prefer, may secure my name confidentially through James W. Brown, President, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Classified Advertising—Daily or weekly newspaper. Increase your Classified. Will come to your office, install method, train help, make campaign. Stated price, stated term. Years of experience. Well known. B-856, Editor & Publisher.

Desk Man, telegraph editor, make-up, etc., first class experience, wants position on Southern afternoon daily. B-808, Editor & Publisher.

Editorial—Feature and sports writer, metropolitan experience, desires connection in or near New York. Young, enthusiastic and resourceful. B-845, Editor & Publisher.

Editor-Managing Editor—Now directing news; 17 years' experience; four as editor; desires editorial writing or managing editorship; 40; married. B-800, Editor & Publisher.

Editor—Any publisher of daily who needs man to take charge editorial page should write to me. Want to make change. Modest salary. B-823, Editor & Publisher.

Editorial—Seccessful writer will become staff member of good publication or edit column or department. Can qualify for any position requiring writer. B-852, Editor & Publisher.

Executive—Man still in his forties who has had many years experience in directing all departments of a large daily newspaper, desires position as general executive or as right hand man to publisher. In editorial end was an active figure in building up a newspaper that is revered for its traditions, and subsequently had charge of all departments. Knows how to build loyalty in a staff and how to effect wise economies in ways that will least disturb the morale of the working force. B-851, Editor & Publisher.

Foreman Stereotyper—If you need the services of a thoroughly practical and experienced foreman who obtains satisfactory results with either wet or dry mats, and is thoroughly experienced in the installation of the latter, who keeps fast schedules at a minimum of cost and believes in close co-operation between departments, communicate with B-839, Editor & Publisher.

Management—5 years experience, in management of newspapers following 4 years advertising work. Recently General Manager small city paper which was sold after being put on profitable basis. Prefer location as General or Business Manager of paper in city of less than 100,000. Upon application will give complete details including description of intensified training under publisher of 40 years experience, now retired from business but still my employer. B-836, Editor & Publisher.

Political Cartoonist, with metropolitan newspaper and syndicate, experienced, desires change. B-822, Editor & Publisher.

Publishers, and General Managers, Notice!
Somewhere there is a position awaiting for me
Because I am a writer of vivid, vibrant editorials on topics of Today;
Because I am an expert in obtaining, handling and displaying news;
Because I know features;
Because I am an expert at make up;
Because I can bring about community leadership for my paper;
Because I have initiative;
Because I have character;
Because I am easy to get along with;
Because I am willing for you to write your own ticket;
Because I am available now;
Because I can give, as references:
Kent Cooper of the Associated Press;
Horace Epes of the Consolidated Press;
H. H. Howland, Century Magazine;
Grove Patterson, Toledo Blade; John N. Wheeler, Bell Syndicate and H. L. McEwen, McNaught Syndicate; Henry Justin Smith, Chicago News.
Address, B-846, Editor & Publisher.

Reporter-Photographer, 28, married. Employed eight years street work. Pictures include action, flashlights, portraits. Address B-854, Editor & Publisher.

Reporter, Desk man, telegraph editor, 27, married. Excellent references. Go anywhere. Paul Masserman, 512 Englewood, Detroit, Mich.

Reporter — Twenty-five, available immediately. Seven years on small city dailies. Go anywhere. Now employed. B-764, Editor & Publisher.

Sports Editor and all around reporter available. More than competent. B-848, Editor & Publisher.

Locate Quickly

A Classified ad is the shortest road to a job.

Classified Service
Editor & Publisher

MECHANICAL

Equipment for Sale

For Sale—Goss Cover Press, with Cottrell flat delivery and elevating table. Will print three colors on one side and one on the other side, or two colors on each side from a 46" roll. Prints 6 up on one sheet 42" x 46". Press is in excellent condition and will produce good quality printing. The Capper Publications, Topeka, Kansas.

Hoe Quad press with extra color and complete stereotyping outfit with or without electric control for sale, cheap. Can be seen in operation. National Weeklies, Inc., Winona, Minn.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th Street, New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 158 South Paulina St., Chicago, Ill.

Equipment Wanted

Paper Cutter—Wanted to purchase a paper cutter, 35 inches or wider. A. D. Wallace, 1322 New York Avenue, Washington, D. C.

LEGAL

INTERNATIONAL PAPER and POWER COMPANY

New York, December 26th, 1928.

The Board of Directors have declared a quarterly dividend of sixty (60c.) cents a share, on the Class A Common Stock of this company, payable February 15th, 1929, to Common Stockholders of record, at the close of business February 1st, 1929.

Checks to be mailed. Transfer books will not close.

R. G. LADD, Assistant Treasurer.

WE BUY NEWSPAPERS FOR CLIENTS
WE SELL NEWSPAPERS FOR CLIENTS

We also specialize in appraisals and consolidations.

And we always try to conduct our clients' business without publicity.

Back of us is a record of 18 years of service to satisfied customers.

Write our nearest Office, or better yet, call in person if possible.

HARWELL & ROCKWELL

Comer Building, Birmingham, Ala. — Times Building, New York City

Newspaper Properties Bought, Sold and Appraised

All negotiations confidential

PALMER, DEWITT & PALMER

Business Established in 1899

350 Madison Ave. New York

Pacific Coast Representative:
M. C. Moore, 272 North Rodeo Drive, Beverly Hills, Calif.

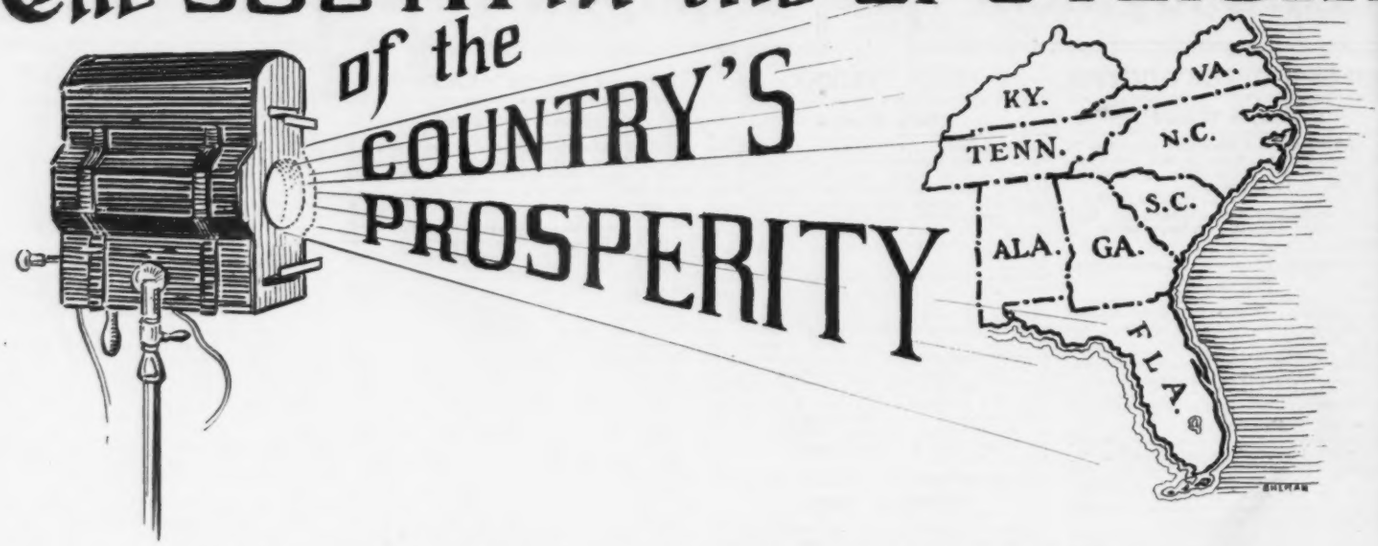
IN THE PIEDMONT

WE have discovered a few real newspaper propositions in the rich and growing Piedmont zone of the Carolinas. Rare opportunities in both dailies and weeklies, some of them requiring quick action. Kindly advise as to capital available. Please address our Litchfield, Ill., office. Special offer of only daily in seven counties and covers one of richest territories in North Carolina. Over $1,500,000 pay roll and seat of two colleges. Price only $55,000; owners buying larger property.

Prop. No. 1618x.

The H. F. Henrichs Agency
Litchfield, Ill.

The SOUTH in the SPOTLIGHT of the COUNTRY'S PROSPERITY



Today there is more solid prosperity, more business activity and more dollars spent in the South than in the entire history of the country. During the last quarter of a century the progress of the Southern states has been most marked. The wealth, the manufacture, the mineral and farm products, the banking resources and the exports are of about the same value as they were in the whole United States in 1910. The yearly products of farms, mines and mills exceeds $18,000,000,000, while construction contracts run about $1,000,000,000.

Because of the extensive and varied material resources and natural advantages the South's position as an industrial center is established. For example; in 20 basic industries the South contributes from 50% to 100% of the entire country's production.

There is no question about the South's prosperity. Travel through the country and you will see evidence everywhere. Everybody is busy, everybody is working, and everybody has money to spend. If you are interested in reaching this great buying power, enlist these newspapers listed below.

Advertise your products in the South's leading Daily Newspapers.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
**Mobile News-Item (E)	14,814	.13	.13
**Mobile Register (M)	24,968		
**Mobile Register (S)	38,005	.13	.13
FLORIDA			
††Daytona Beach News-Journal (ES)	7,071	.065	.065
**Orlando Sentinel (M&S)	6,457	.06	.06
**Pensacola News and Journal (E&M)	15,667	.08	.08
**Tampa Tribune (M) 41,336 (S)	49,079	.11(.14S)	.11(.14S)
**Palm Beach Post (M) 8,871 (S)	8,904	.07(.09S)	.07(.09S)
GEORGIA			
**Augusta Herald (E)	14,651	.05	.05
**Augusta Herald (S)	15,197	.05	.05
**Macon Telegraph (M)	30,127	.09	.09
**Macon Telegraph (S)	30,140	.09	.09
KENTUCKY			
**The Lexington Leader (E)	20,400	.08	.08
**The Lexington Leader (S)	20,405	.08	.08
**Paducah Sun (E)	10,700	.05	.05
NORTH CAROLINA			
††Greensboro Daily News (M)	34,529	.10	.09
††Greensboro Daily News (S)	37,768	.10	.09

	Circulation	2,500 Lines	10,000 Lines
SOUTH CAROLINA			
**Columbia State (M)	24,404	.08	.08
**Columbia State (S)	26,385	.08	.08
**Greenville News & Piedmont (M&E)	38,462	.11	.11
**Greenville News (S)	26,627	.08	.08
**Spartanburg Herald and Journal (M&E)	14,880	.07	.07
**Spartanburg Herald and Journal (E&S)	18,352		
TENNESSEE			
**Nashville Banner (E)	62,704	.13	.13
**Nashville Banner (S)	64,493	.13	.13
VIRGINIA			
**Newport News Times-Herald (E)	8,448	.05	.05
**Newport News Daily Press (S&M)	6,423		
**Roanoke Times & World News (M&E)	32,192	.10	.10
**Roanoke Times (S)	20,059	.07	.07
**Staunton News-Leader (M), Leader (E)	7,355	.045	.045

** A. B. C. Publishers' Statement, October 1, 1928.

†† Government Statement, October 1, 1928.

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OHIO STATE
UNIVERSITY
FEB 1 1929

EDITOR AND PUBLISHER

THE FOURTH ESTATE

INTERNATIONAL YEAR BOOK NUMBER FOR 1929

OHIO STATE
UNIVERSITY

Vol. 61. No. 36 | TWO SECTIONS SECTION TWO | NEW YORK, JANUARY 26, 1929 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign

[Copyright, 1929 by The Editor & Publisher Company]

Publishers' Promotion Matter How To Make It Effective

Consider the mass of medium and market data passing over the desk of a busy space buyer

Does he read all of it? He does *not*. He *can't!*

The main reasons why much publishers' promotion matter is wasted are:

Irrelevant.

Inaccurate.

Hard to read.

Too bulky.

Too long.

Unimportant points over-emphasized.

Hard to file and find.

A lack of uniformity or standardization on the part of the publishers, agents and advertisers for handling this sort of information.

Some helpful suggestions to increase effectiveness are:

Size—not larger when folded than standard letterhead, 8½ in. x 11 in.

Use durable stock, tough envelope.

Name city, state, publication and date of month and year on front page.

Tell gist of story in subheads.

Make it easy to read, not only in text but in type. Display only the most important points. In fact handle your printed emphasis and story much as you would a conversation.

Give your authority for all statistics.

Get right to main selling points.

Be accurate.

Be brief.

Of course, there are always exceptions to any general rules. Some market surveys, for example, cost thousands of dollars and cannot be brief. *But certainly there should be a terse summary so the reader easily can undestand what it's all about.*

We endorse the Standard Market Survey Form by the Bureau of Advertising of the A.N.P.A. We believe it is to the advantage of every daily newspaper, large or small, to complete such a form and mail it to representative agents and advertisers throughout the United States.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

NEW YORK — DETROIT — KANSAS CITY
CHICAGO — ATLANTA — SAN FRANCISCO

Based upon Similar Advertisements Published 1926-1927

and this is Buffalo:

Again . . . as usual . . . first place goes to the

BUFFALO EVENING NEWS

In 1928, National Advertising Alone

GAINED

751,568 AGATE LINES

Media Records, Inc., Reports All Buffalo Daily Newspapers

DAILY NEWSPAPER RECAPITULATION
MEDIA RECORDS, Inc.
JAN. 1 TO DEC. 31, 1928

LINES PAID ADVERTISING	NEWS Evening	COURIER-EXPRESS Morning	TIMES Evening
Local Display	8,056,937	2,980,173	6,730,725
National Display	2,857,989	1,007,097	1,552,354
Automotive Display	1,494,926	623,174	576,723
Financial Display	462,432	759,819	247,883
TOTALS	12,872,284	5,370,263	9,107,685
Classified Advertising	3,388,705	1,031,437	1,438,492
Classified Legal	32,890	522,779	62,239
GRAND TOTALS	16,293,879	6,924,479	10,608,416
LINES PAID ADVERTISING	16,293,879	6,924,479	10,608,416
LINES OFFICE ADVERTISING	433,500	287,256	592,980
LINES NEWS	14,580,205	10,731,113	11,186,508
TOTAL LINES	31,307,584	17,942,848	22,387,904
TOTAL NUMBER PAGES	12,706	7,282	9,086

LOCAL DISPLAY ADVERTISING IN DAILY NEWSPAPERS
BY CLASSIFICATIONS
MEDIA RECORDS, Inc.
JAN. 1 TO DEC. 31, 1928

	NEWS Evening	COURIER-EXPRESS Morning	TIMES Evening
Amusements	365,818	328,263	313,573
Boots and Shoes	178,797	65,529	110,788
Building Supplies and Contractors	33,892	13,848	23,034
CLOTHING STORES	1,697,092	858,989	1,456,675
Men's	631,307	505,594	573,079
Men's and Women's	1,679	775	9,204
Women's	915,475	349,876	623,526
Credit Clothing	148,631	2,744	250,866
Department Stores	2,698,952	775,020	2,420,744
Drug Stores	126,165	94	69,765
Educational	15,541	5,100	6,178
Electric Appliances and Supplies	70,005	54,658	58,952
Furniture and Household	1,027,885	146,644	777,013
Grocers	436,449	93,362	378,861
Heating and Plumbing	31,793	16,765	11,582
Hotels and Restaurants	30,686	53,169	26,108
Insurance	5,619	11,153	5,903
Jewelers	323,461	19,537	372,654
Miscellaneous	366,939	269,549	361,827
Musical Instruments	189,371	81,793	137,608
Professional	35,636	12,912	11,987
Radio	237,452	72,957	95,950
Real Estate	138,901	63,985	59,562
Sporting Goods	20,469	6,609	6,628
Stationers	4,715	1,008	4,166
Toilet Goods and Beauty Shops	12,707	23,944	15,507
Transportation	8,592	5,285	5,660
TOTALS	8,056,937	2,980,173	6,730,725

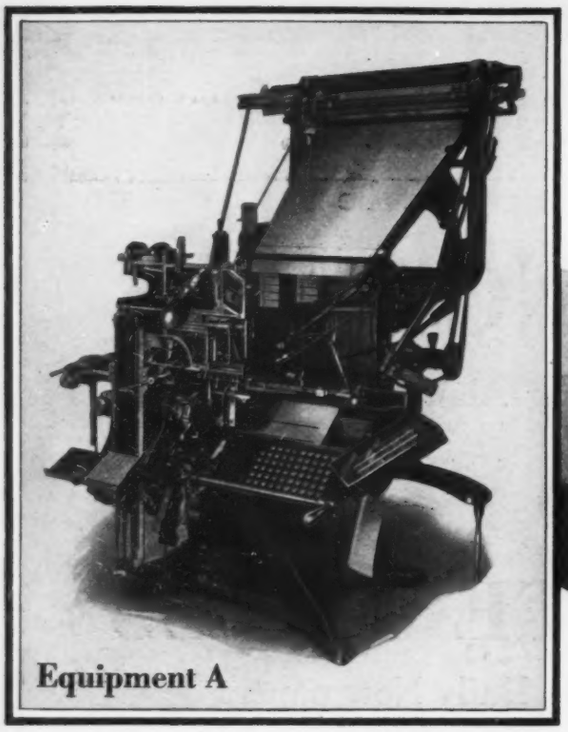
You, Too, Can Cover Buffalo with the Exclusive Use of the

BUFFALO EVENING NEWS

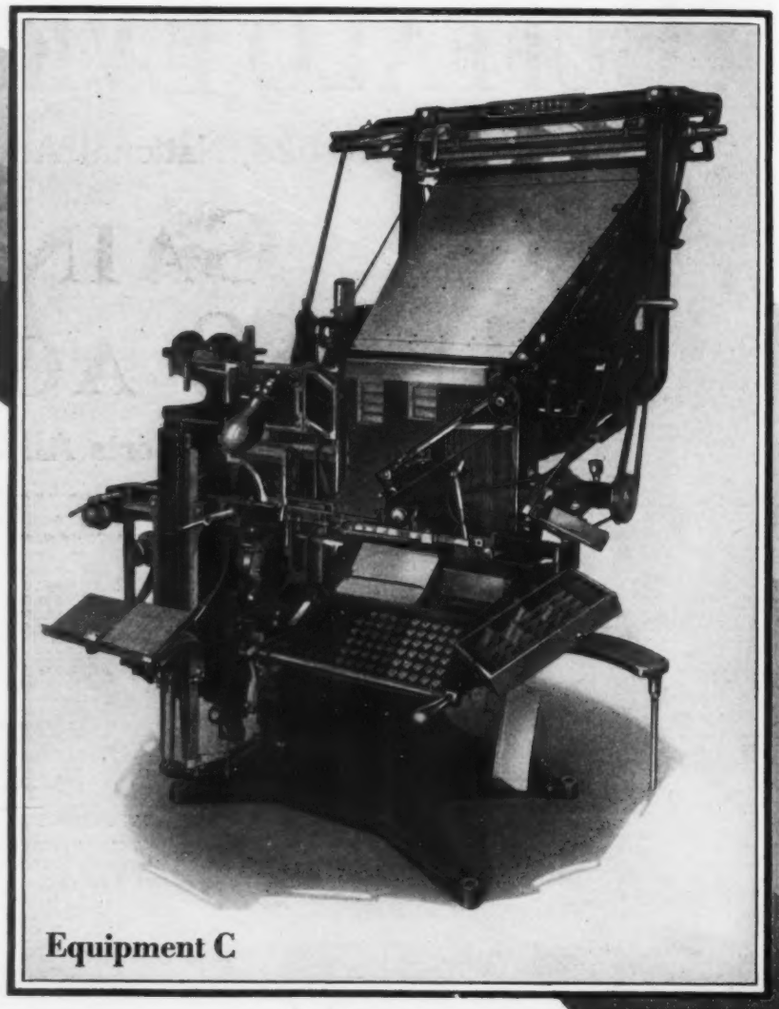
EDWARD H. BUTLER, *Editor and Publisher*
KELLY-SMITH COMPANY, *National Advertising Representatives*

GRAYBAR BLDG. NEW YORK CITY · WATERMAN BLDG. BOSTON, MASS. · POST BLDG. CHICAGO, ILL. · ATLANTIC BLDG. PHILADELPHIA, PA. · GLENN BLDG. ATLANTA, GA. · GENERAL MOTORS BLDG., DETROIT

IT GROWS



Equipment A



Equipment C

Standardized Intertype Keeps Step With Your Changing Requirements

¶ Intertype Standardization makes it easy to select the best composing machine for your particular work. You simply choose what you need right now. If conditions change in the future, you can change your Intertypes accordingly.

¶ For example, a publisher buys an Intertype with Equipment A (one magazine), for news composition. Occasionally this machine is used to help out on ad work, changes being made by removing and replacing the magazine. Then, as the ad composition increases, it is found profitable to convert the one-magazine Equipment A into a three-magazine Equipment C. This practically eliminates replacing magazines, and saves a considerable amount of time. Still later, as the *range* of ad work increases, another Intertype unit is added—a three-magazine side unit.

¶ Thus this publisher now has, in place of his original single-magazine machine, an up-to-date Intertype with three main magazines and three side magazines. The machine can still be used for news composition, when occasion demands, but now, with Equipment C-2, it is used mostly for a wide range of ad work, heads, etc. The changes were made in the publisher's own composing room, by his own machinist, with almost negligible loss of production time.

¶ Intertype Standardization enables you to buy for the future without investing in equipment which is not needed right now. In other words, you can buy what you need, when you need it.

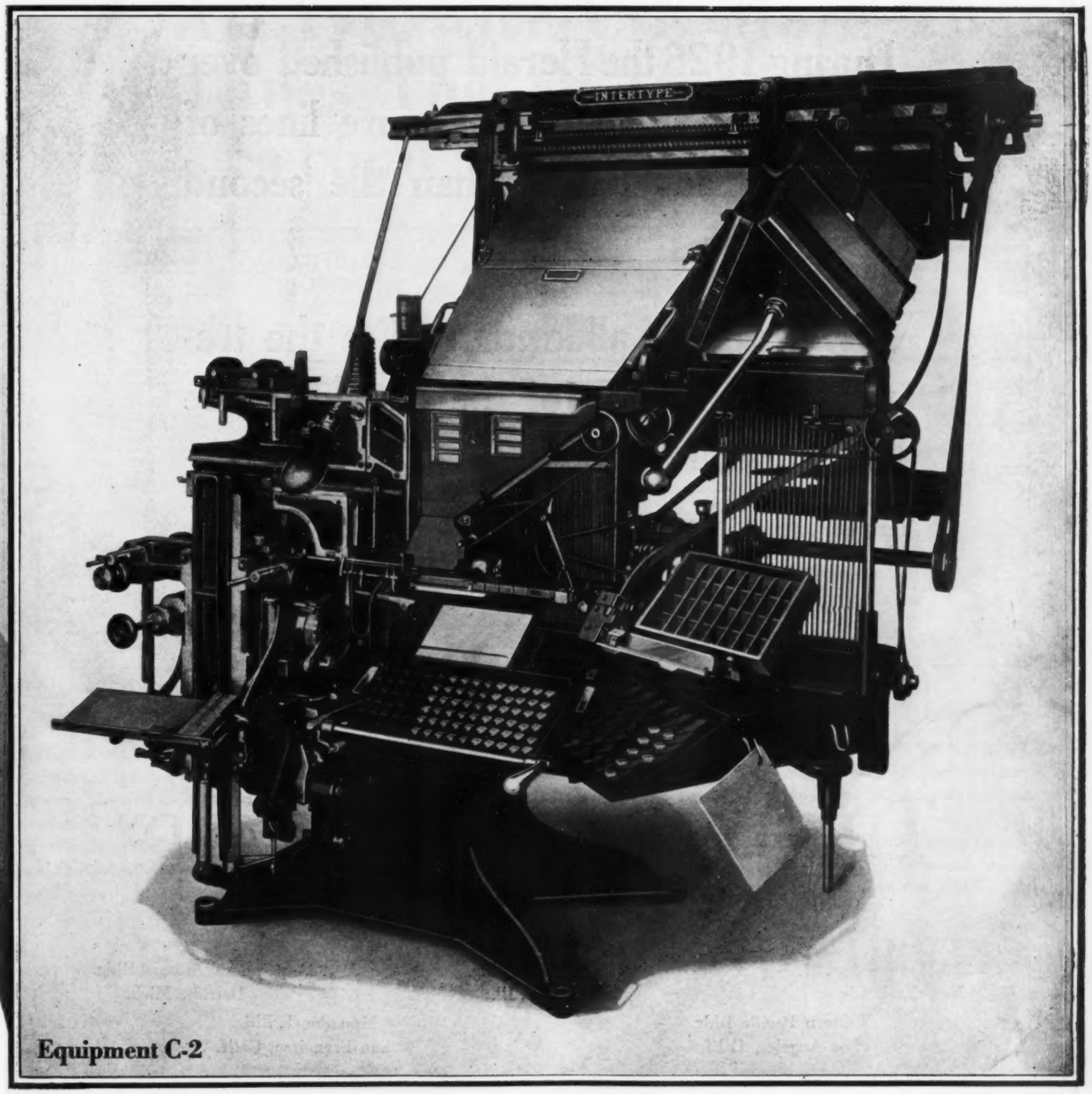
¶ Write for information about Intertype Standardization and forty-three Intertype features.

INTERTYPE CORPORATION

New York 1440 Broadway; *Chicago* 130 North Franklin St.; *New Orleans* 816 Howard Ave.; *San Francisco* 152 Fremont St.; *Los Angeles* 1220 South Maple Ave.; *Boston* 80 Federal St.; *London; Berlin.*
Distributors throughout the world

AS YOUR BUSINESS GROWS *and then promotes more growth*

Standardized INTERTYPE



Equipment C-2

The 1928 Lineage Score in Syracuse

During 1928 the Herald published over two million and a quarter more lines of net paid advertising than the second newspaper.

Advertisers of all kinds realize the tremendous influence of the Herald in the Syracuse territory.

The leader in local
—and national
—and total.

THE SYRACUSE HERALD

O'MARA & ORMSBEE, INC.

National Representatives

280 Madison Ave.
New York City

Peoples Gas Bldg.
Chicago, Ill.

General Motors Bldg.
Detroit, Mich.

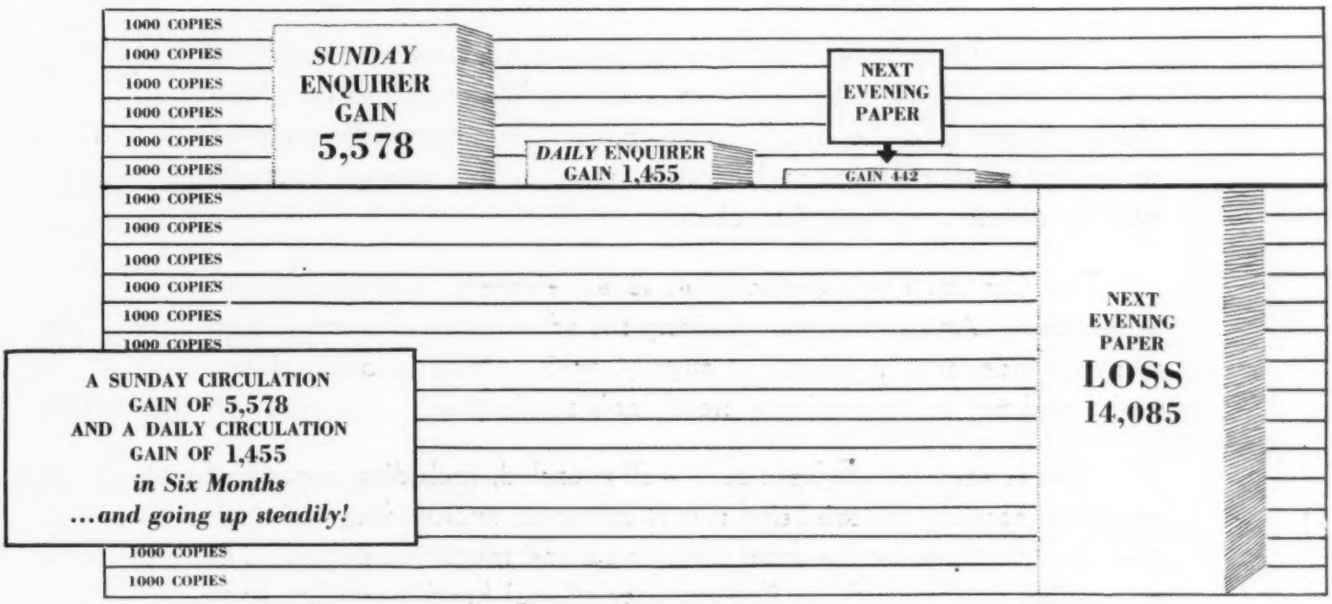
Western Pacific Bldg.
Los Angeles, Calif.

Monadnock Bldg.
San Francisco, Calif.

A SUNDAY circulation INCREASE of 5,578

and

A DAILY INCREASE More Than 3 Times That of Cincinnati's Second Newspaper...



A Graphic picture of what Cincinnatians think of The Enquirer.

FOR the six months' period, ending September 30, 1928, The Cincinnati Enquirer showed an increase in Sunday circulation of 5,578 copies. While its daily circulation gain is more than 3 times that of Cincinnati's second newspaper.

These new subscribers are the families who have SURPLUSES over and above what it costs to live. People who can afford to indulge their tastes in music and art—people who BUILT the skyscrapers down-town, and who LIVE in the fine homes of Cincinnati—people whose sleek cars crowd the broad boulevards—whose appreciation of the good things of life has made Cincinnati prosperous.

Compared with purchasing power, here is a circulation unparalleled in any other large city in the Middle West.

THE CINCINNATI ENQUIRER

PAUL BLOCK, INC.

New York—247 Park Ave.
Chicago—Century Bldg.
Detroit—General Motors Bldg.
Philadelphia—Guarantee Trust Bldg.
Boston—Little Bldg.
San Francisco—518 Chancery Bldg.

The Central Press Association

takes pleasure in announcing the opening of a complete new producing plant in the Master Printers Building, 360 West 34th St., New York.

The new establishment will be operated by a newly organized company to be known as The Central Press Association of New York, Inc.

We are enabled by this development to give more rapid and effective service to our hundreds of daily newspaper clients.

The New York plant will for the present be used for producing the fast Nighthawk illustrated news service, Walter Winchell's New York column, and the daily picture page. Another daily page of news and sport pictures and layouts, and all the general features will be distributed from Cleveland.

The Central Press Association is an entirely independent organization. Any newspaper desiring the advantages of a connection with an independent source of supply, which deals in original material and not in by-products, need look no further.

The service is complete and well-rounded, including a page of excellent comics, editorial and sports cartoons, outstanding serial fiction, and features for the sports, woman's and magazine pages. The producing staff includes a fine number of real headliners: Dr. Lulu Hunt Peters, Walter Winchell, Jess Cargill, Lee Stanley, Paul Robinson, George Swanson, Charles P. Stewart, Charles B. Driscoll, and Jack Sords.

Special Announcement:—On Monday, February 4, we shall have ready an unusually good new cartoon strip, "Muggs McGinnis," drawn by Wallace Bishop. It will have a boy as its central character.

THE CENTRAL PRESS ASSOCIATION

V. V. McNitt
President

New York and
Cleveland

Farris A. Flint
Business Manager

Few and Famous

The McNaught Syndicate maintains a small and select list. All headliners. No fillers, plug-page ballast or unsalable remainders from job-lot bargain sales. When McNaught Syndicate announces a new feature, editors know the announcement is IMPORTANT.

READY FOR RELEASE!

Henry Ford on Success in Life

By Henry Ford and Ralph Waldo Trine

Nine weekly instalments. Send for the circular if you haven't seen it. This is a series of accurately recorded conversations between Ford and Trine, author of "In Tune With the Infinite," and a personal friend of Ford.

Here's how good this feature is:

Even if both Ford and Trine were wholly unknown, the copy would be big-time stuff on account of the ideas in it!

READY SOON!

Doctor Rockwell

(Quack! Quack! Quack!)

The famous comedian goes into regular weekly print for the first time!

Doctor Rockwell has been a vaudeville hit for years. You've heard him lecture, with a banana stalk for illustrative material.

But he's great in these weekly articles! Circular announcement (with specimen releases) in preparation.

WILL ROGERS, daily and weekly.

CLIFFORD Mc BRIDE, weekly and funny.

H. J. TUTHILL, Bungle Family.

JULIA BOYD, daily styles.

ROE FULKERSON, who knows humans.

GUS MAGER, boy strip that sticks!

ALBERT PAYSON TERHUNE, weekly dog tales.

RUBE GOLDBERG, his funny strip.

O. O. Mc INTYRE, most famous New York Correspondent.

KEN KLING, Windy Riley

CHARLES B. DRISCOLL, Pirates Ahoy!

JULIAN OLLENDORFF, Sketchografs.

HEADLINERS ONLY!

The McNAUGHT SYNDICATE, Inc.

Times Building, New York

V. V. McNITT
President

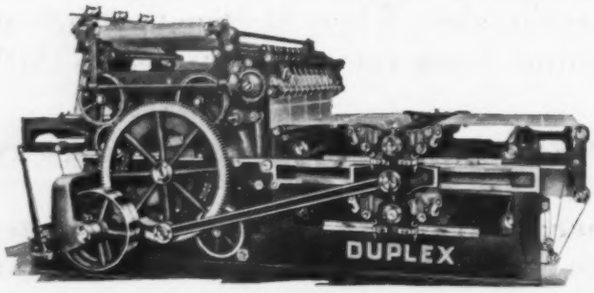
CHARLES V. McADAM
Vice-president

DUPLEX

THE STANDARD

FOR THE SMALLER FIELD

THE DUPLEX FLAT BED WEB PRESS



THE DUPLEX FLAT BED WEB PERFECTING PRESS uses roll paper and prints directly from type. Prints, cuts, folds, counts and delivers 2, 4, 6 or 8 page papers at the rate of 5,000-6,000 per hour. Accommodates page sizes up to 8 columns, 13 ems.

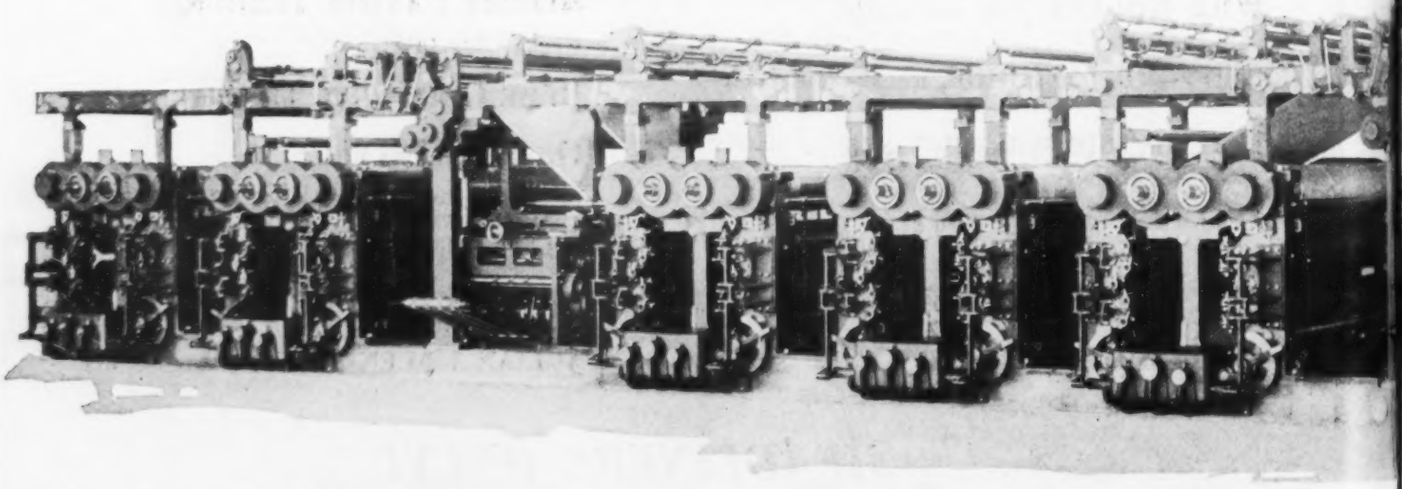
To papers not requiring such great speed, THE DUPLEX MODEL "A" FLAT BED is offered.

OUR CUSTOMERS WRITE OUR ADS—ASK FOR BULLETIN 701

A DUPLEX
Every News
from
Weekly
Such
Free
Troy,
Up to the
Metropolitan
Such
New York

FOR THE METRO

THE DUPLEX SUPER DUTY INTER



THE DUPLEX SUPER DUTY INTERCHANGEABLE UNIT SEMI-CYLINDRICAL PLATE PRESS has established a new standard of excellence for metropolitan presses. All printing and folding units are interchangeable —a patented and exclusive Duplex feature. Simplicity of design, accessibility of operating parts assure dependability and ease of operation. Careful selection of materials for strength and wearing qualities give long life and

OUR CUSTOMERS WRITE OUR ADS—ASK FOR FACSIMILE

THE DUPLEX PRINTING PRESS COM

TIMES BUILDING, NEW YORK CITY 77 W. WASHINGTON

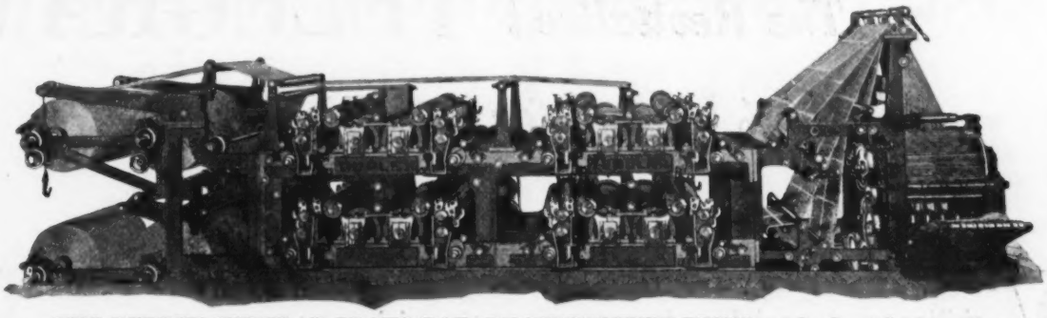
PRESSES

PRESS ROOM EQUIPMENT

FOR THE INTERMEDIATE FIELD

PRESS for
Paper Field
mall
Papers
s
Press
Mo.
argest
Newspapers
s
World

THE DUPLEX TUBULAR PLATE ROTARY PRESS



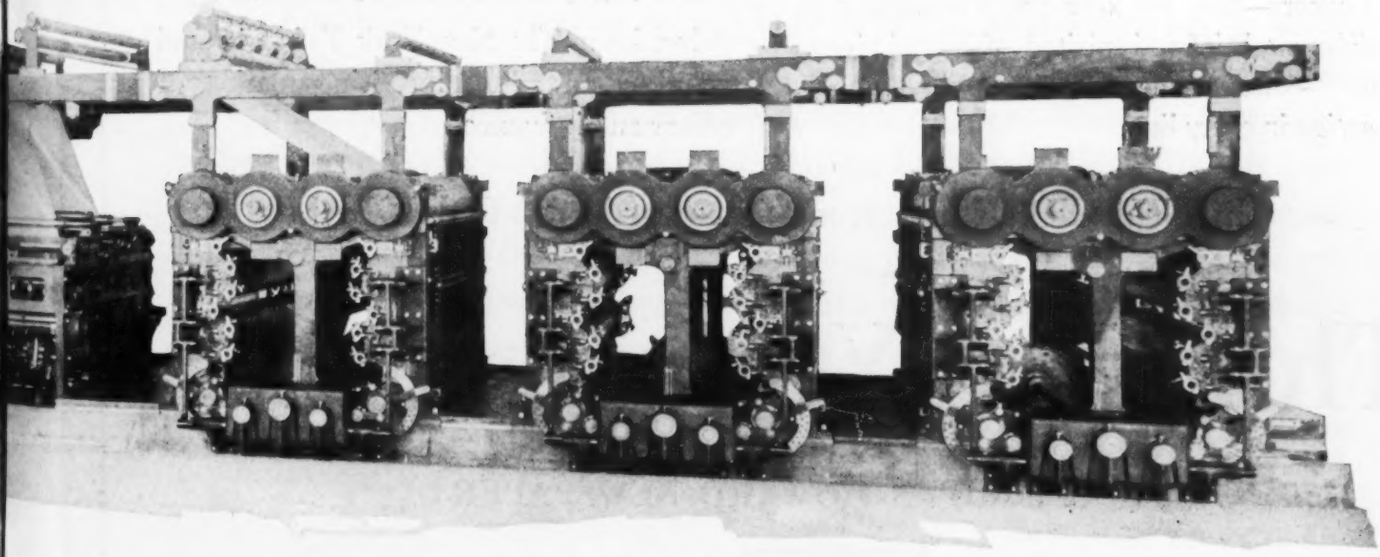
THE DUPLEX TUBULAR PLATE ROTARY STEREOTYPE PRESS can be furnished in all page sizes up to 48 or more. Prints all page combinations in multiples of two up to the capacity of the press and at full speed—30,000 per hour.

Only one plate per page is cast—no double plating. Easier to operate, easier to adjust, more flexible, greater net production.

OUR CUSTOMERS WRITE OUR ADS—ASK FOR BULLETIN 704

POLITAN FIELD

CHANGEABLE UNIT TYPE PRESS



low maintenance. Fastest, heaviest and most reliable standard unit press built today. Cylinder speeds up to 400 or more r.p.m. if required.

LETTERS—OR WRITE DIRECT TO ANY OF OUR USERS

PANY, BATTLE CREEK, MICHIGAN

STREET, CHICAGO DE YOUNG BUILDING, SAN FRANCISCO

NEW YORK *Snaps Up*

The Revitalized TELEGRAM...

100% by and for New Yorkers!

WHERE, in all the world, does real ability get the quick and generous recognition that New York gives? What other city rewards courage or originality or intelligence with such amazing speed?

For two years The New York Telegram, under Scripps-Howard ownership, has been mounting high in public favor—an integral and *growing* part of the daily life of New Yorkers—they are keen for it because it is *different,* brief and spirited—free and vigorous—edited to the new telegramic tempo—*action* in every line.

The Telegram *is* NEW YORK, in deed and in spirit.

The inevitable result? The Telegram is *growing* in circulation, in prestige and in advertising linage—offering to advertisers *quantity* circulation—235,578 families, typical, freely-spending New Yorkers—a *quality* circulation, concentrated in the districts of highest buying power—*a circulation that is* 97.7% *in the New York market.*

Advertise in The New York Telegram and you buy on a steadily rising market of power and influence.

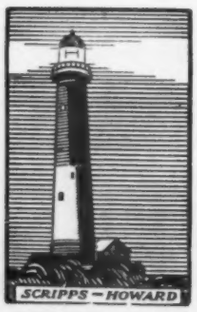
In NEW YORK the trend is toward the TELEGRAM

The New York Telegram

A SCRIPPS-HOWARD NEWSPAPER

MEMBERS OF THE UNITED PRESS AND MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS.

Advertising Department
73 Dey Street, New York City



NATIONAL ADVERTISING DEPARTMENT
250 PARK AVENUE, NEW YORK CITY
Portland, Seattle, Atlanta, Detroit, Chicago, San Francisco, Cleveland, Los Angeles

And Again in 1928

Detroit News for 15th Consecutive Year One of America's Three Leaders in Advertising

New York Times	30,736,847
Chicago Tribune	30,512,112
Detroit News	30,459,968

(Figures In Lines)

THE achievement of The Detroit News in 1928 marks the 15th consecutive year in which it has been either first, second or third in advertising. Five times The Detroit News has been first in advertising and it holds the world's record in advertising with 34,030,570 lines published in 1926—a volume never before or since reached by any paper. The significance of The Detroit News leadership for advertisers lies not so much in the fact that in 1928 its lineage was exceeded only by a New York and Chicago newspaper, but in the wonderful coverage that is back of such an accomplishment. The News reaches four out of every five Detroit homes taking any English newspaper—its effectiveness is amply substantiated by its advertising patronage.

The Detroit News

The HOME newspaper

New York Office:
I. A. KLEIN, 50 42ND ST.

Chicago Office:
J. E. LUTZ, 6 NO. MICHIGAN AVE.

In This Swiftest Year

OUR contributions to the newspaper industry during 1928 were the Wood Press and the Automatic Autoplate Machine. By their introduction two of the three principal mechanical departments of the newspaper have been revolutionized.

Together, these new machines will shorten the interval of time between the closing of forms and the delivery of printed papers; they will increase the producing capacity of every cubic foot of space in pressroom and foundry, and they will reduce the operating costs of both departments. In fact, they will reduce the cost of every copy sold and will lessen the time of making it.

No such sweeping changes have occurred in the pressroom since 1884, or in the foundry since the introduction of the original Autoplate Machine in 1900.

What the Wood Press means to the overburdened pressroom the following illustrations will show: The four-roll Wood Press of "The New York Times," on the night of November 27th last, delivered 75,050 copies of a 64-page paper at an average net rate of 19,650 an hour. On the night of December 28th it delivered 51,500 copies of a 48-page paper at an average net rate of 20,333 an hour. For the issue of December 30th it delivered 73,110 copies of a 16-page paper through a single folder at an average net rate of 41,780 an hour. In what other machine can such versatility and such enormous capacity be found?

The normal running speed of the Wood Press is between 25,000 and 30,000 cylinder revolutions an hour

WOOD NEWSPAPER MACHINERY CORPORATION

501 Fifth Avenue, New York

# of 1929, Speed is Life

WHAT is thought of the Automatic Autoplate Machine is indicated by the prominence of those who have purchased it.

Machines have been ordered by the following American newspapers:

THE NEW YORK TIMES
Four

THE BALTIMORE SUN
Three

THE NEW YORK SUN
Two

THE PHILADELPHIA EVENING BULLETIN
Two

THE NEW YORK DAILY NEWS
Four

THE NEW YORK HERALD TRIBUNE
Four

The normal running speed of the Automatic Autoplate Machine is 4 plates a minute

WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, New York

Editors sell our

LARGELY because editors recommend them to their friends of the craft LEDGER SYNDICATE FEATURES have — without resort to high-pressure salesmanship—spread not only into all parts of the United States and Canada but also into Siam, China, Japan, India, Australia, New Zealand, Philippine Islands, South Africa, Hawaii, Argentina, Chile, Ecuador, Jamaica, Mexico, Cuba, Porto Rico, Panama, Norway, Sweden, Denmark, Ireland, Scotland, Wales and England.

Editors have confidence in LEDGER SYNDICATE FEATURES because each has independently gained its own strength while standing entirely on its own legs; because none is a weak sister pulled along in a "blanket service" by strong brothers; because it is not necessary to buy unneeded LEDGER SYNDICATE FEATURES in order to acquire one that is needed.

Some of the praise recently uttered by newspaper editors in recommending LEDGER SYNDICATE FEATURES follows:

DOROTHY DIX SERVICE

"Not only the greatest feature of its kind, but outstanding among all features."—W. P. Plummer, ALBANY KNICKERBOCKER PRESS.

"More humanly interesting to and consistently read by both men and women than any feature I have yet seen."—L. K. Nickolson, NEW ORLEANS TIMES-PICAYUNE.

"Best feature of its kind in America."—Paul Bellamy, CLEVELAND PLAIN-DEALER.

"After the most careful subscriber canvass we ever have undertaken, we found Dorothy Dix leads all of our features in breadth of appeal."—George B. Armstead, HARTFORD COURANT.

"The best woman's feature published."—W. H. B. Fowler, SAN FRANCISCO CHRONICLE.

"One of the really outstanding newspaper features."—Neil H. Swanson, MINNEAPOLIS JOURNAL.

"Has a universal appeal to all classes and types of readers."—Norman E. Mack, BUFFALO TIMES.

"Has a tremendous appeal among our readers."—Donald J. Sterling, OREGON JOURNAL.

"A true friend, wise counselor and the adviser who brings also the cheeriest entertainment." — Geo. R. Newman, LOUISVILLE HERALD-POST.

"Dorothy Dix's popularity is not confined to any one class. She is doing splendid work for humanity."—Tom C. Cooch, DALLAS TIMES-HERALD.

"We wish for her perpetual youth. There is no other wish we can make, for she seems to have everything else."—John Stewart Byran, RICHMOND NEWS LEADER.

"Her talks interest young and old men and women."—John Paschall, ATLANTA JOURNAL.

"She stands out above other women syndicate editorial writers like the moon above the stars."—Walter M. Harrison, OKLAHOMA CITY TIMES.

"Her writings are constructive and satisfy a clientele thirsting for information of a personal type."—A. R. Treanor, BOOTH NEWSPAPER GROUP.

"Recently I tested the feature by leaving it out for a week.. The circulation department reported hundreds of complaints."—MONTGOMERY JOURNAL.

"Whatever other feature we may be forced to sacrifice, we never leave out Dorothy Dix's. Our women readers won't let us."—HAMILTON (ONT.) HERALD.

"Dorothy Dix is an institution with the Herald. We list it as an asset along with our leased wire service. In short, it is just about indispensable."—Milwee Owens, AUGUSTA HERALD.

"Sought for as eagerly by the brothers as the sisters in Circulationville."—SAVANNAH PRESS.

"Most popular woman journalist in the world."—LONDON (ENG.) TIT BITS.

"Best reporter living."—Arthur Brisbane, N. Y. JOURNAL.

"HAIRBREADTH HARRY"

By C. W. KAHLES

"I have always thought that HAIRBREADTH HARRY is the best comic published anywhere, barring none. I think it is the funniest, most colorful and cleverest comic being turned out."—H. M. Crist, Managing Editor, BROOKLYN EAGLE.

"We have no hesitancy in saying that we believe our readers turn to HAIRBREADTH HARRY first."—ST. PAUL PIONEER PRESS.

"On at least three occasions during the last ten years I 'high-browed' HAIRBREADTH HARRY out of the Ledger, but the holler was always so great that I had to put him back and have reconciled myself to carrying him forever and a day."—L. T. Russell, NEWARK LEDGER.

"I read it every day myself and find it a personal delight, and I am sure that millions of others must feel the same way about it."—Ellison Young, BORDER CITIES' STAR.

"HAIRBREADTH HARRY is a positive 'must' feature with us. If I don't bring HAIRBREADTH HARRY home with me I have to go back to the office for it. I think this strip one of the very best in the market today."—W. M. Harrison, OKLAHOMA TIMES.

"We regard the HAIRBREADTH HARRY STRIP as probably the best one we carry to elicit attention from boys and girls. We tested out some of our strips by having thirty-five newsboys ballot on their respective choice, and thirty-one out of thirty-five placed HAIRBREADTH HARRY first."—RACINE JOURNAL NEWS.

"The Enterprise conducted by coupon a test of the likability of its features. HAIRBREADTH HARRY ran second to SOMEBODY'S STENOG, a strip that we had used several years before taking on HAIRBREADTH HARRY. Today I think it would be about a tie, for the children and grown-ups are very fond of HAIRBREADTH HARRY. —THE BROCKTON ENTERPRISE.

"It may interest you to know that we dropped the HAIRBREADTH HARRY strip out of our paper for a short time and thought we would forget about it. Soon a loss of circulation in a community in which we had been selling a paper in almost every home was noted. We investigated—and found out that the young folk (and perhaps their elders) were actually sore because we dropped your feature, which, of course, explained our loss. We put HAIRBREADTH HARRY right back again, as you may know—and now everybody's happy."—NEW BRUNSWICK HOME NEWS.

"SOMEBODY'S STENOG"

By A. E. HAYWOOD

"The best piece of comic work now running." — TACOMA LEDGER.

"Without a doubt the best comic strip the Call has ever used." — WOONSOCKET CALL.

"There is no guesswork about SOMEBODY'S STENOG being the supreme comic used by us, for while we have experimented with every other strip open to this field, at least fifty all told, SOMEBODY'S STENOG has been the permanent favorite from the start and occupies the top of the page."—L. T. Russell, NEWARK LEDGER.

"Ranks with the leaders in the comic field. Certainly in Atlanta it has created a distinct following. Any paper needing a feature to add punch to its comic page would make no mistake in putting on SOMEBODY'S STENOG."—ATLANTA CONSTITUTION.

"The longer we run it the stronger it gets with our readers. Recently we were forced to omit the strip one day, and this convinced us more than ever that the public is really interested in SOMEBODY'S STENOG. Shortly after the paper was delivered in the afternoon, the telephone began to ring, inquiring what had happened to SOMEBODY'S STENOG. We were surprised at the number of telephone calls inquiring about this feature."—OSHKOSH NORTHWESTERN.

"The News has used SOMEBODY'S STENOG for years and values it very highly."—CHICAGO DAILY NEWS.

"No doubt you are interested to know of the success of Hayward's comic strip, SOMEBODY'S STENOG, in our field. We have carried a full page of comics for a long time, and gauge the merit of any strip that gets into it by the talk we hear. Hayward certainly hits a vein of humor that gets them all. He has created a character that appeals to men and women both, not only because he gets her into laugh-compelling situations every day, but because so much that he has her do is true to life. Hayward seems to have the faculty of always striking twelve."—WORCESTER GAZETTE.

"We were obliged to leave out SOMEBODY'S STENOG during March. Letters, phone calls and office visits from old and young, middle-aged and otherwise, convinced us that Cam certainly was intrenched in the readers' hearts."—BROCKTON ENTERPRISE.

"SOMEBODY'S STENOG owes its appeal to that masculine sense of humor which can appreciate the vanquishment of masculine vanity. Cam is a very real young person, a type of SOMEBODY'S STENOG anywhere, who runs the works half the time."—PASSAIC DAILY HERALD.

"Of course, it is necessary for you to send advance mats and proofs for the daily strip, SOMEBODY'S STENOG, but it is pretty tough on my work the day the proofs arrive, as I go through 'em all at one clip, which makes me bunch my laughs."—Managing Editor, PORTLAND PRESS-HERALD.

LOIS LEEDS' BEAUTY SERVICE

"Our readers demand the beauty talks of Lois Leeds." — CINCINATI TIMES-STAR.

"The mounting score for Lois Leeds is indeed pleasant to contemplate, for since January 1, she has been averaging 819 letters per week."—DETROIT NEWS.

"Response overwhelmingly good. We consider this column one of our best features."—ST. LOUIS TIMES.

"So many letters come in week after week that we have had to make a rubber stamp for forwarding them."—PORTLAND OREGONIAN.

"The last two weeks the Lois Leeds feature has been leading all other features in responses. It has not been lower than third in months."—LOUISVILLE TIMES.

"Lois Leeds has always had a heavy mail from Eagle readers, and their letters have been handled promptly and satisfactorily."—BROOKLYN EAGLE.

"Extremely popular with our readers and takes up less space than any similar feature."—NEW ORLEANS ITEM-TRIBUNE.

"Steadily growing in popularity. Mail arrives continuously from young and old, from men as well as from women. Beyond doubt this feature is one of the best ever set before our readers." TORONTO TELEGRAM.

"We would not exchange it for any beauty feature now published."—DECATUR HERALD.

"We are having very good results from the daily beauty feature. It is carried in all our daily editions and our requests for leaflets have averaged between fifty and one hundred daily."—MANITOBA FREE PRESS.

"There is no more certain test of the strength of any feature than the number of letters it brings from interested readers. Judging by the amount of mail coming daily to the Star, Lois Leeds knows exactly what is both interesting and helpful to women."—INDIANAPOLIS STAR.

"We find that of Lois Leeds a well-handled and useful service that is attracting new readers to our morning picture paper. That there is been interest in the feature is evidenced by the numerous inquiries we receive for advice from Lois Leeds—a tribute to a service organized many thousands of miles away"—LIVERPOOL DAILY COURIER.

For terms and samples wire . . **LEDGER**

features to one another

GILBERT'S "DAILY MIRROR OF WASHINGTON"

"Gilbert picks out the right character in which the public is interested at the moment, presents him as faithfully as a mirror, and makes the reader a thousand miles away feel that he has had a front seat. His appraisal of public men and events is always sound and always enjoyable." —J. A. Stuart, INDIANAPOLIS STAR.

"THE DAILY MIRROR OF WASHINGTON is one of the best editorial page features we have ever printed. Its pungent satire and keen characterization are sufficiently tempered with understanding, sympathy and appreciation. It makes the figures in public life real, living human beings." —NEW ORLEANS TIMES-PICAYUNE.

"On the Post we regard Clinton W. Gilbert's DAILY MIRROR OF WASHINGTON as the best single feature originating in the national capital."—NEW YORK EVENING POST.

"The best and most timely feature of its kind available. Gilbert furnishes a surprising amount of illuminating information concerning men in national life."—THE TIMES-HERALD, Dallas, Tex.

"It fills a unique want, a requirement, in our editorial page, giving the page a national character, or scope, and doing it in such an independent, non-partisan and delightful way as to make it interesting to everybody."—W. T. Anderson, MACON TELEGRAPH.

SYKES' CARTOONS

"Few men doing daily cartoons have maintained such a consistently high batting average as Sykes. Where others shadow-box with a subject, he puts over the punch every time." —Editor LIFE, New York.

"The Boston Herald considers the Sykes' Cartoon as one of the best in the country, and for many years it has been a feature of its Sunday paper."—BOSTON HERALD.

"Sykes is one of the strongest and most brilliant men in his line this country has produced. He has corrugations in his brain, good judgment and a luminous mind. He is thoroughly up-to-date on the affairs of the world, and his powers of analysis enable him to strike the heart of any situation."—M. B. Morton, NASHVILLE BANNER.

"It has the vigor and vitality to be found in the creations of a cartoonist whose artistic ability is backed by broad information and keen intelligence."—WORCESTER TELEGRAM-GAZETTE

"We consider Sykes, in vigor, in cleverness, in timeliness, in true interpretation of world and national events, in accurate valuation of public personages, one of the foremost American cartoonists."—NEW LONDON DAY.

"DUMB-BELLS"
By GAR

"We have used DUMB-BELLS on our front page for over five years. Might just as well miss the best news beat of the day as omit DUMB-BELLS. It has become as necessary to the front page, almost, as the paper's signature head, without either of which the paper would be unrecognizable." —WATERBURY DEMOCRAT.

"We use it on our front page, lower right column, and feel that it is an eye-opener for our readers every morning." —WHEELING REGISTER.

"This little comic has created for itself a distinct following in Atlanta, and we regard it as one of our most valuable features. About a year ago we misplaced a week's service, and for three days had to go to press without DUMB-BELLS. We were simply flooded with letters of complaint."—ATLANTA CONSTITUTION.

"It is one of four single-column features selected for our editorial page from the twenty or more features used."—MANITOBA FREE PRESS, Winnipeg, Canada.

"Expresses more wit in its limited amount of space than any other feature we have ever published."—AUSTIN, (TEX.) AMERICAN STATESMAN.

"It continues to grow in its appeal." —THE INDIANAPOLIS STAR.

"It never fails to provoke a laugh, and we can conscientiously recommend it to any Managing Editor as an excellent addition to his paper."—AKRON BEACON-JOURNAL.

MAGAZINE PAGES

"Ledger Magazine pages merit praise for timely and artistic presentation of worth-while features—a service that self-respecting editors can present to their readers without apology, since Ledger pages are free from the grotesque, the horrible and the inane in sex appeal."—W. M. Park, DETROIT NEWS.

"Much of the tremendous popularity of the Times National Weekly section is justly attributable to the interesting, cleanly, timely character of the Ledger Pages. We are especially pleased with the attractive art layouts which illustrate them. We have received numerous letters from Times readers which indicate that the pages are unusually interesting to them."—C. B. Bleiken, SEATTLE TIMES.

"Invaluable to the Courier Express. We could not do without it."—COURIER EXPRESS, Buffalo, N. Y.

"The best in the market. The subjects handled are always timely; art layouts are splendid. After studying all similar services I am satisfied that of the Public Ledger is best, because its appeal stays above the belt."—Walter M. Harrison, OKLAHOMA OKLAHOMAN.

"The best available. The stories are timely and well written. The art work is very good. The service is prompt and reliable."—David J. Barry, PROVIDENCE TRIBUNE.

"Sunday Magazine pages of the Ledger Syndicate fill a long-felt need in any modern newspaper office. We have always found them up to the minute in theme and exceptionally well illustrated. We find them of equal interest with similar pages created by our own staff on local subjects while the difference in cost is entirely in favor of Ledger pages."—Marcellus Murdock, WICHITA EAGLE.

"The fact that we have used this service over a period of years is the best testimony that we can give as to our opinion of its value."—Horace E. Thomas, OREGONIAN, Portland, Ore.

"Use of Public Ledger Magazine pages for over four years has contributed largely to the making of variety in our magazine, for those which the Ledger offers are 'Variety' in themselves. Where a Sunday Magazine is made from various sources it is hard to find material which will fit in with the flavor you wish to produce. This I am always assured of when there are Ledger pages to choose from."—CINCINNATI COMMERCIAL TRIBUNE.

"SONNY SAYINGS"
By FANNY CORY

"The cleverest 'kid comic' of the small space variety."—WASHINGTON STAR.

"Sonny is already a household pet in Indiana. The women readers, every new father and mother, and even the grandparents, are forming this chorus: 'Isn't he cute! He's just like our baby!'"—INDIANAPOLIS STAR.

"The most pleasing small feature we carry. There is always a laugh in it, the drawings are charming, and the appeal runs from ten years to sixty."—NEW YORK EVENING POST.

"One of our most valuable and widely read features."—HALIFAX HERALD.

"Absolutely necessary to our back page. To miss it for a day brings a storm of protest too hot to handle."—WATERBURY DEMOCRAT.

"VIGNETTES OF LIFE"
By NORMAND LYND

"Beginning January 20, we will run VIGNETTES OF LIFE in three colors and black. We think this page too good to bury in the inside of our magazine section in black and white, and will use it as the rear cover."—Charles I. Ricker, COLUMBUS DISPATCH.

"Lynd's VIGNETTES OF LIFE is a splendid feature for any Sunday newspaper. His sketches have a delicious flavor, his subjects are close to life."—John F. Wurz, GRAND RAPIDS HERALD.

"VIGNETTES OF LIFE is an excellent feature. A survey shows it to have a sustained reader interest over a long period." — Chapin Hall, LOS ANGELES TIMES.

"Lynd's VIGNETTES OF LIFE is one of our most valued features. His people are real folks and the art work is superb."—J. H. Cranston, TORONTO STAR HERALD.

"I regard VIGNETTES OF LIFE highly, and consider it an excellent back page for our magazine."—G. W. O'Hara, SYRACUSE HERALD.

NANCY CAREY'S "HOMEMAKER"

"The Transcript has found the Nancy Carey 'Homemaker' Department one which interests its women readers. The recipes given are practical and helpful and the department has helped many to purchase wisely and economically." —BOSTON TRANSCRIPT.

"Personally, I am delighted to recommend very highly the Nancy Carey service. No better proof of the success of your efforts can be offered than the generous response accorded the HOMEMAKER column by the women readers of the Times-Star. The service is more than filling a long-felt want—a personally conducted home economics department. I add my approval whole-heartedly to Nancy Carey."—Moses Straus, CINCINNATI TIMES-STAR.

"Nancy Carey has proved a good feature for the Eagle. Letters to her from readers have grown steadily in number since the adoption of the service." —H. M. Crist, BROOKLYN EAGLE.

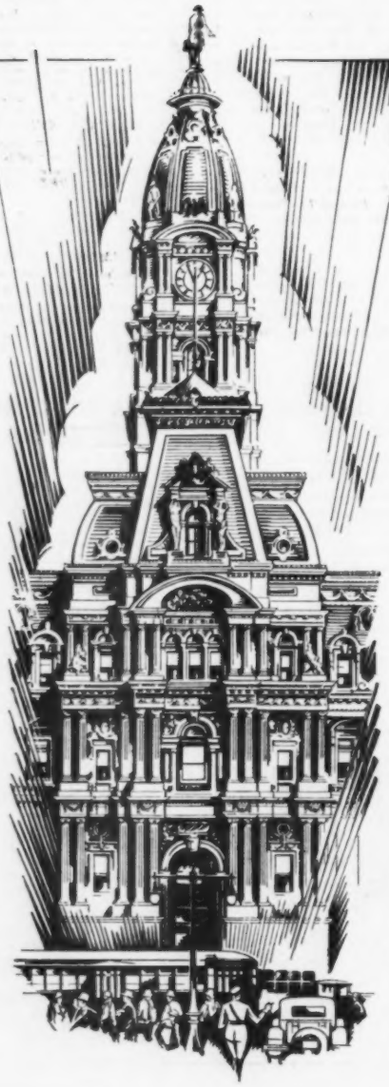
"We are pleased to advise that the HOMEMAKER feature is bringing more inquiries than any other feature that we are running."—Ed Flicker, BRIDGEPORT POST.

"Nancy Carey's HOMEMAKER established itself in the Louisville Times within one week."—A. Y. Aronson, LOUISVILLE TIMES.

QUITE as enthusiastic have been hundreds of editors' recommendations of other LEDGER SYNDICATE FEATURES: Serials by the greatest living authors; "Keeping Mentally Fit," by Joseph Jastrow; Chapin's Cartoons; "Business Philosophy," by Wm. Feather; "Paris Patterns," "Making the Most of Your Looks," "Make It Yourself," "Coralee's Quest of Chic," "The Housewife's Idea Box," "The Home in Good Taste," "Gardening," "Correct English," "What's What," "Teasers," "Character Close-Ups," "Today In Astrology," "Do You Know," Cross-Word Puzzles, "Laddergrams," "Magic Made Easy," "Eve's Epigrams," "Matrimonially Speaking"; and the comics: "Such Is Life," "Dizzy Dramas," "Miss Information," "Rolls Rosie."

SYNDICATE INDEPENDENCE SQUARE PHILADELPHIA, PA.

THIS ONE GREAT MARKET CAN BE THOROUGHLY COVERED WITH ONE NEWSPAPER



SALES opportunities today lie in metropolitan markets: Where a city block consumes more than a rural community; where consignments are in carloads, not in parcel post packages;

Where salesmen travel from street to street, instead of from county to county.

It is a problem of delivering goods at a minimum cost, and of selling with least expense.

—a problem of advertising, thoroughly and effectively, at the lowest possible cost.

Analyze all of America's great city markets, and you find that in Philadelphia one newspaper reaches nearly every home.

In city and suburbs, in mansion and modest home—The Evening Bulletin is the newspaper believed in by nearly every one.

Go deeper than the mere circulation total: Study its history, its character; how it was obtained, and how quickly has it grown.

You will find that these are the facts: In 1895, The Bulletin came to its present owners with a few thousands of readers. Today the net paid daily circulation is 549,148 copies.

Nearly a generation of effort devoted to its building . . . Devoted to the winning of reader confidence by printing a newspaper worthy of that confidence.

Without bold headlines; without sensational writing; without tricks to win readers—such as prizes or reader-contests.

Circulation is an *elusive* commodity to buy. *Reader confidence* is the asset upon which the advertiser can depend to produce sales.

Here is a circulation built upon reader confidence . . . concentrated in America's third largest market . . . thoroughly covering the city and suburbs. Here is one metropolitan trading center offering "one newspaper" coverage.

Philadelphia . . . Three million people . . . Six hundred thousand homes: A unique opportunity for effective advertising and selling today.

A Careful, Unhurried Growth

The Bulletin has grown through the years to its present more-than-half-million total without premium or contest. Solely on its worth as a fine newspaper; on its ability to win and hold readers by editorial merit and accurate news treatment. Nearly everybody reads The Evening Bulletin. In city and suburbs, it far exceeds any other newspaper's circulation; is one of the greatest newspapers of America.

The Recognition of Leadership

Philadelphia business men place more individual retail store advertisements in The Evening Bulletin than in all other Philadelphia newspapers *combined*. The Evening Bulletin also carries more *local and national display lineage* and more individual classified advertisements than any other Philadelphia newspaper. (The Evening Bulletin is published six days a week, has no Sunday issue.)

The Evening Bulletin

City Hall Square

New York Office: 247 Park Avenue
Chicago Office: 333 N. Michigan Avenue

PHILADELPHIA

Detroit Office: 321 Lafayette Boulevard
San Francisco Office: 681 Market Street

Copyright, 1929, Bulletin Co.

1928 YEAR OF STABLE PROSPERITY FOR PRESS

Hold Circulations Despite Light News—Average of Nearly Two Copies of Dailies Produced for Every American Family—Milline Advertising Rate for All Newspapers Now Less Than Half Magazine Rate—Volume of Advertising Continues at Near Peak

THE twelvemonth in journalism which is celebrated by this issue of EDITOR & PUBLISHER International Year Book witnessed a further stabilization of the high level development of the industry in the post-war era. The year 1928 will be remembered as one in which remarkable material success was continued, with editorial service on the same lavish scale as of recent years. The American newspaper is now everywhere recognized as the flag-bearer of prosperity and progress of the age.

STATISTICS compiled by EDITOR & PUBLISHER experts, especially for this edition, indicate what tremendous strides the newspaper organization of the United States and Canada has made in ten years. The unfailing barometer of journalism is circulation. Our figures show that the daily and Sunday press held, or even slightly increased, the remarkable totals of 1927, when the peak of all time was established. The year just passed was not, however, notable for compelling news developments, the leading event being the quadrennial federal elections, the result of which was generally anticipated. The year 1927, however, was famous for news, signalling such thrilling events as the trans-Atlantic air flights, Mississippi floods, major professional sports and shocking crimes.

The average daily circulation of the morning and evening newspapers of the United States is now 37,972,592 copies. On Sunday an average of 25,771,383 copies are regularly distributed among the people. According to the last official census the United States holds 20,697,204 dwellings, housing 24,351,676 families. Thus it will be seen that there is an average of almost 2 daily newspapers for each dwelling and there is an average of a Sunday paper for every family in the land.

Circulations have increased in the United States in seven years nearly ten million copies for the daily and more than six million copies for the Sunday. This amazing progress is detailed, from 1921 to date, in the following pages.

THESE reports show there are at present 397 morning newspapers, 1,542 evening newspapers and 522 Sunday newspapers in the United States. The total of morning newspapers in seven years has declined from a total of 427, evening papers from a total of 1,601, and Sunday papers from 545. This decline of 112 units in the total list is mainly accounted for by the continuing policy of consolidating and merging newspapers in communities where sound economic reasons demand such action.

Further tribute is paid to the economic principle of consolidation by the fact that although the number of newspapers has been reduced, the total volume of circulation is actually increased. The year witnessed no lessening of the size of the average daily or Sunday newspaper, nor was there any signal event looking to the long-discussed question of intensification.

ADVERTISING rates per line per million of circulation have steadily decreased in the seven years that EDITOR & PUBLISHER has been recording annual statistics, in the case of morning newspapers and Sunday newspapers, and have only fractionally increased in the case of evening papers. The detailed figures will be found elsewhere. It will pay any advertiser or agent to study those figures. That evening paper rates during the year rose from $3.29 to $3.40 per line, per million circulation, was due principally to uncounted circulation awaiting adjustment following consolidations of newspapers. Morning papers showed a rate per line per million circulation of $2.52 which is the same as that of the previous year, which figure had established the low rate point since 1921. Sunday newspapers showed a rate per line per million circulation of $2.30, an increase of one cent over last year's figures.

A tabulation of linage in 23 cities for the 14 years from 1914 to 1928, to be found elsewhere, forms a significant record of newspaper advertising progress. Out of 124 leading newspapers 45 show actual gains in 1928 over the previous record totals. There were losses among 76 papers, but most of these were slight. The 1928 linage for these 124 newspapers piled up the stupendous total of one-and-a-third billion. In general, space advertising volume, both local and national, was sustained in the daily press at approximately the totals of 1926 and 1927.

The total agate line advertising rate for the 397 morning papers is $35.30. The total agate line rate for the 1,542 evening papers is $81.52. The total agate line rate for the 522 Sunday papers is $59.33. These circulations in combination with these rates spell the high fact that the cost of newspaper space, per agate line per million of circulation, continues at the lowest point in journalistic history.

We respectfully refer our readers to the "Ready Reckoner" for an indication of what the dollar will now buy in newspaper advertising. Never before has there been such value in advertising and it is particularly interesting to make a comparison of newspaper cost with the cost of advertising in magazines. Our figures show that the cost of a page of space in a typical magazine is now at a new high level. The rate per agate line in magazines selected for analysis is now $221.84, compared with $208.40 a year ago. So the principal fact of these statistics is that the agate line rate of the magazines is now nearly double that of the agate line rate of all daily newspapers of the country. American newspapers are today capable of sending an agate line into 37,972,592 circulation for a cost of $116.83.

RECOGNIZING the world-wide sweep of the American journalistic idea EDITOR & PUBLISHER Year Book devotes an increasingly large amount of space to the listing of daily newspapers throughout the world, with valuable data for those engaged in international trade and advertising. Our directory of daily newspapers of the principal cities is believed to be more complete than any list ever compiled. Readers understand, of course, that the circulation systems of foreign countries are not organized on an audit basis such as prevails in America, and that circulation figures noted in the international directory largely represent estimates. We have attempted wherever it was possible to indicate the source of such estimates and also to signify the general reader appeal of each publication. The year witnessed notable progress in international advertising and remarkable advances in the journalism of many foreign nations.

EDITOR & PUBLISHER appreciatively acknowledge the cooperation that thousands of executives of newspapers and organized bodies in journalism and advertising have rendered to enable the publication of the Year Book. Our questionnaires have been answered with admirable promptness and accuracy and everywhere EDITOR & PUBLISHER representatives have received kindly consideration.

HOW TO READ THE YEAR BOOK

EDITOR & PUBLISHER International Year Book is without doubt the most thumbed manual in the world of journalism and advertising. It is designed to furnish, in convenient form, the basic facts of the industry and profession of the fourth estate. Those who have prepared this material hope it will not by anyone be regarded as a routine, encyclopaedic data collation, but a living issue, worthy desk companion, dependable aid and guide. To get maximum service from the Year Book one must know how to read it.

The index at the back tells the story in briefest outline, indicating at a glance the wide range of information. Nowhere else is this material available. To test the completeness of this reference work one may consider any subject in the newspaper field, however remote it may seem, and by turning to the index in all likelihood locate the number of a page which will yield a complete description. The following are a few outstanding features of the improved Year Book for 1929:

Complete personnel of the executive staffs of the daily newspapers of the United States, Canada, and Great Britain, with basic data invaluable to the advertising fraternity, edited down to the day of publication. See key on page 18.

For the first time, in this issue, we present supplementary personnel lists of leading American newspapers, including editorial writers, columnists, financial editors, shipping editors, cartoonists, gravure editors, society or woman's page editors, aviation editors, critics, religious editors, farm editors and market editors. This personnel has never before been published.

An exclusive listing of leading daily newspapers in the principal cities of the world, with valuable data for international advertisers.

A listing of the leading foreign language newspapers of the United States.

An accurate directory of Advertising Agencies and Space Buyers and Special Representatives, as well as an up-to-date list of National Advertisers.

There are also complete lists of feature syndicates, journalistic and advertising clubs, foreign correspondents in the United States, Washington and state legislative correspondents, schools of various types, services of all kinds, group-owned newspapers, and other related data. For the particular benefit of advertisers we offer an exhaustive breakdown of circulation totals of all English dailies in the Audit Bureau of Circulations.

The reader will find herein a wealth of such reference material, but our purpose now is to call special attention to the EDITOR & PUBLISHER exclusive statistical material in the Year Book. These are basic facts upon which newspaper advertising may efficiently be bought and sold. Consider the "Ready Reckoner," to be found on page 137. It is a Year Book creation, now in its 10th year. In a nutshell, it tells of the amazing power of the American press to present an advertising appeal to the reading public, with the cost thereof, either sectionally or nationally. By means of the Ready Reckoner an advertiser may quickly estimate the cost of a campaign in any part of the United States or Canada.

Statistics which immediately follow the Ready Reckoner are of equal importance to all students of advertising, merchandising and journalism. They throw a white light on the trading opportunities of America, show how industry is using newspaper advertising and also explain what newspaper space costs in comparison with space in typical magazines. The mission of the Year Book is to afford a clearing house of basic information for all those engaged in newspaper making and public advertising.

FOR COMPLETE INDEX OF CONTENTS OF THIS ISSUE SEE PAGES 318 AND 320

CIRCULATIONS, RATES AND PERSONNEL OF 1,939 DAILY NEWSPAPERS

THIS directory of daily and Sunday newspapers of the United States and Canada includes the following detailed information: First the State, then the City, with the latest official estimate of its population; next its newspapers, with average net paid circulation figures for the period ended September 30, 1928, plus minimum Advertising Rates—National and Local—together with names of the publishers, editors, chief executives, departmental heads and other vital basic data.

For illustration of the directory's operation, notice the listing the *Birmingham News* and *Age-Herald* below:

The city and its population, according to latest reliable estimates, appear in the first column. In the second appear the names of the newspapers, the Age-Herald being denoted a morning newspaper by the (m) immediately below its name and opposite its circulation figures, which, being in bold face, are shown as the average stated by the publisher to the Audit Bureau of Circulation for the six months ending Sept. 30, 1928.

The News is shown as an evening paper by the (e) immediately below its name and opposite its circulation figures, which are similar in character to those of the Age-Herald. The Sunday edition of these papers is listed and its circulation is noted opposite the (S). As these newspapers sell their national advertising only on a combination basis, the rates are not noted opposite each edition, as they would be if each were sold separately, but opposite the line "Combined Daily (me)" and the combined daily and the Sunday circulations.

In the fourth column, the key letters, as explained in detail below, indicate that (D), these newspapers are Democratic in politics; (AP, UP, INS), that they use the telegraphic news services supplied by the Associated Press, International News Service, United Press, (*S) that they issue a rotogravure section on Sunday; (mer) that they issue a merchandising paper or bulletin for retailers of nationally advertised products (†) that they give merchandising co-operation; (E) that they operate their own engraving plant; (85) that they are represented in the national advertising field by the Kelly-Smith Company, whose addresses are given under the Directory of National Advertising Representatives. The designations in the personnel column are obvious—the Publisher or Publishers are listed under that head; in the next column, headed "Editor" and "Managing Editor," the first name given is that of the Editor, the second that of the Managing Editor. If two or more editors are listed, the managing editor is designated by (me) following his name. In the next column headed "City Editor," "Sports Editor," "Sunday Editor," the name of the City Editor is given first, without special designation. Sports Editor is designated by (sp) and Sunday Editor by (Su). In the next column headed "General Manager," "Business Manager," "Circulation Manager," the name of the General Manager is given first, without designation; the Business Manager is designated by (bm) and the Circulation Manager by (cm). In the next column, headed "Advertising Manager," "National Advertising Manager," "Classified Advertising Manager," the name of the Advertising Manager is given first without special designation; the National Advertising Manager is designated by (n) and the Cassified Advertising Manager by (cl). In the last column headed "Mechanical Superintendent," and "Job Department Superintendent," the name of the Mechanical Superintendent is given first without special designation; the name of the Job Department Superintendent is indicated by (j).

Following are explanations of other key letters appearing in the fourth column:

(I) Politically independent.
(R) Republican.
(D) Democrat.
(Soc.) Socialist.
(I.-R.) Independent-Republican.
(I.-D.) Independent-Democratic.
(P. R.) Progressive Republican.
(P. D.) Progressive Democratic.
(J) Operates job printing plant.
(E) Operates own engraving plant.
(*S) Asterisk in parenthesis indicates rotogravure section, letter following denotes day of issue a S for Sunday, M for Monday, Tu for Tuesday, W. for Wednesday, Th for Thursday, F for Friday, Sat for Saturday.

Figures in parentheses in "key" column are key numbers to the list of Special Advertising Representatives in New York, Chicago and other cities. See pages 124 and 126. Where more than one number is given, the first is Eastern Representative; the second is Western Representative, etc.

(d) does not use mats.

Boldface circulation figures are A. B. C. net paid average for six months ending Sept. 30, 1928.

X following bold-face circulation figures indicates A. B. C. statement for three months' period ending Sept. 30, 1928.

All other circulation figures are publishers' statements or affidavits filed with the Government and represent the average net paid circulation for the six months' period ending Sept. 30, 1928.

All advertising rates, local and national, are quoted on agate line basis.

(mer) indicates that the newspaper issues a merchandising paper or bulletin for retailers of nationally advertised products.

(†) indicates that merchandising co-operation is given.

Abbreviations of press service names are as follows:

AP—Associated Press.
AusP—Australian Press.
BUP—British United Press.
CanP—Canadian Press.
CDN—Chicago Daily News.
CN—Central News.
CP—Consolidated Press.
CT—Chicago Tribune Service.
DM—Duncan Market Service.
INS—International News Service.
JTA—Jewish Telegraph Agency.
MG—Manchester Guardian.
NYHT—New York Herald Tribune Service.
NYT—New York Times Service.
NYT—LT—New York Times-London Times News Service.
NYW—New York World News Service.
NWN—Northwest News Bureau.
PAT—Polish Telegraph Agency.
PL—Philadelphia Public Ledger Service.
SN—Standard News Service.
TS—Toronto Star News Service.
UP—United Press.
US—Universal Service.

Canadian Key

(L)—Liberal party.
(C)—Conservative party.
(L.-C.)—Liberal-Conservative party.
(C.-L.)—Conservative-Liberal party.
(E)—When preceding numeral indicates representative in London, England.
(C)—When preceding numeral indicates Canadian special representative.

ALABAMA

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANNISTON 31,305	Star										
	(e)	6,263	.045	....	(D) (UP) (59)	Harry M. Ayers	Harry M. Ayers Horace Wright	Hamner Cobbs DeWitt Carmichael (sp)	Harry M. Ayers C. S. Leyden (bm) E. G. Shields (cm)	Lewis B. Raimson Harry M. Ayers (n) M. L. Davis (cl)	C. F. Peace
	Sunday edition										
	(S)	6,263	.045	....							
BIRMINGHAM 230,000	Age-Herald										
	(m)	**36,429**	....	....	(I-D) (AP,UP,INS) (*S) (mer) (†) (E) (85)	Victor H. Hanson	J. E. Chappell C. A. Fell	Ben Creel (m) R. Phillips (m) (sp) Vincent Townsend (e) Zipp Newman (e) (sp)	J. C. Clark (bm) J. G. Fletcher (cm)	George C. Biggers W. C. Gullaborn (n) Ray Faherty (cl)	W. A. Carns
	News										
	(e)	**79,685**	....	....							
	Total Daily										
	(me)	**116,114**	.27	....							
	Sunday edition										
	(S)	**120,979**	.30	....							
	Post										
	(e)	**66,979**	.15	....	(I) (UP) (143)	Birmingham Post Co.	W. L. Sturtevant Leroy Simms	Henry A. Allen John Putman (sp)	W. C. Tichenor (bm) R. S. Nix (cm)	J. J. Schwarz Al O'Brien (n) R. C. George (cl)	
DECATUR 18,000	Daily										
	(e)	5,562	.04	.03	(D) (AP,INS) (J) (59)	Tennessee Valley Ptg. Co.	B. M. Bloodworth B. C. Shelton		B. C. Shelton R. T. Sheppard (bm) J. M. Hatfield (cm)	W. S. Finch Miss M. Paul (cl)	E. C. Powell R. T. Sheppard (j)
DOTHAN 18,000	Eagle										
	(e)	2,580	.04	....	(D) (AP) (†) (59)	Julian O. Hall		DeWitt Thomas	W. C. Batchelor (bm) Clayton R. Baker (cm)	Harry P. Hall C. R. Baker (cm)	Vance Ward
EUFAULA 8,500	Citizen										
	(e)	1,975	.025	.02	(I-D) (J) (none)	J. Kelly Stanton	J. Kelly Stanton				R. N. Fuller
FLORENCE 16,000	Times-News										
	(e)	4,219	.045	.03	(D) (AP,UP) (J) (none)	J. L. Meeks	H. B. Darrow	Louis Eckl	O. P. Anderson (bm)		Frank Armstrong George Thornton (j)
	Sunday edition										
	(S)	8,100	.07	.05							
GADSDEN 19,125	Times										
	(e)	**6,679**	.054	....	(I-D) (AP,UP) (59)	B. H. Mooney	W. I. Martin C. R. Hofferbert (me)		B. H. Mooney J. A. Moore (cm)	M. T. Creager (n)	
HUNTSVILLE 32,500	Times										
	(e)	**4,049**	.03	....	(D) (AP) (59)	Times Pub. Co.	J. E. Pierce	R. E. O'Neal J. G. Jordan (sp)	J. E. Pierce B. G. Pierce (cm)	I. A. Burdette J. E. Pierce (n) B. G. Pierce (cl)	Ernest White
	Sunday edition										
	(S)	**3,832**	.03	....							
MOBILE 75,000	News-Item										
	(e)	**14,814**	....	.07	(D) (AP,UP,INS) (†) (17)	F. I. Thompson	B. Sheridan, Jr. (me)	Dorian Stout (news) G. J. Flourney (sp)	W. M. Fincher (bm) J. O. Stuardi (cm)	George W. Adams H. K. Martin (n) Herndon Inge (cl)	H. B. Bowen
	Register										
	(m)	**24,968**	....	.09	(D) (AP,UP,INS) (†) (17)		J. B. Myrick B. Sheridan, Jr.	George Cox G. J. Flourney (sp) M. T. Gaines (news)	W. M. Fincher (bm) J. O. Stuardi (cm)	James J. Alvarez H. K. Martin (n) Herndon Inge (cl)	H. B. Bowen
	Total Daily										
	(me)	**39,782**	.13	....							
	Sunday edition										
	(S)	**38,005**	.13	....							
MONTGOMERY 85,000	Advertiser										
	(m)	**24,161**	.07	....	(D) (AP) (85)	Frank P. Glass	Grover C. Hall W. K. Young	George Davis S. Stephenson (sp) Osburn Zuber (Su)	R. F. Hudson H. C. Brown (cm)	P. W. Walsh	Fred Martin
	Sunday edition										
	(S)	**27,113**	.09	....							
	Journal & Times										
	(e)	**21,930**	.075	....	(D) (AP) (†) (17)	F. I. Thompson (Pres.)	C. M. Stanley J. E. Hope (me)	Rhodes McPhail Howard E. Pill (sp)	Walter Webb Brame Hood (bm) Ray S. South (cm)	John De Motte Walter Webb (n)	H. B. Bowen
OPELIKA 6,500	News										
	(e)	2,500	.014	....	(D) (INS) (d) (none)	Wear & Wilson	W. H. Wilson		W. C. Wear		E. P. Blackmon
SELMA 21,000	Times-Journal										
	(e)	5,971	.04	.035	(D) (AP) (48)	F. T. Raiford	F. T. Raiford Edward B. Fields	Mrs. C. W. Wynn Edward B. Fields (sp)	M. H. Raiford R. R. Moore (cm)	R. R. Hargis M. H. Raiford (n) Elva Stewart (cl)	F. C. DeBray
	Sunday edition										
	(S)	5,971	.04	.042							
SHEFFIELD 9,714	Tri-Cities Daily										
	(e)	4,123	.045	....	(D) (AP,UP) (19)	J. L. Meeks	R. M. Graham		W. M. Sparks E. A. Williams (cm)	E. Walden W. M. Sparks (n) S. E. Harris (cl)	L. C. Marsh
	Sunday edition										
	(S)	7,253	.07	....							

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ALABAMA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
TALLADEGA	Home									
6,546	(e) 1,400	.021	....	(none)	John C. Williams	John C. Williams				
TROY	Messenger									
7,000	(e) 1,462	.018	.018	(I-D) (UP) (none)	McKinnon Bros. & Dodson	M. N. Dodson		M. N. Dodson Mrs. G. Johnston (cm)	Howard Johnston	Mink Grantham
TUSCALOOSA	News & Times-Gazette									
28,000	(e) 4,522	.038	.038	(D) (AP) (none)	Aaron Miller	Aaron Miller	Ben A. Green (sp)	Aaron Miller C. A. Huffman (cm)	I. P. Cocke	
	Sunday edition									
	(S) 4,792	.038	.038							

ARIZONA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BISBEE	Ore									
9,350	(e) 2,100	.032	....	(I) (AP) (J) (110-149)	Border Pub. Co.			Mrs. Nellie B. Hoy. D. C. Mast (cm)		
(Min'g Dist.)	Review									W. A. Sanders
22,836	(m)	.04	....	(D) (AP) (161-13)	Cochise Pub. Co.	G. H. Spears				
	Sunday edition									
	(S)	.04	....							
DOUGLAS	Dispatch									
13,221	(m) 2,927	.036	....	(R) (AP) (J) (112)	Dispatch Pub. Co.	E. E. Wheelock James Logie	John A. Curry	James Logie	L. R. Hancock	
	Sunday edition									
	(S) 2,927	.036	....							
GLOBE	Arizona Record									
10,000	(m) 2,100	.036	.025	(I) (UP) (J) (156)	Copper Belt P. & P. Co.	Ralph E. Herron	George Egbert	Ralph E. Herron (bm) G. M. Allison (cm)	Ralph E. Herron Ethel Patten (n)	Joe Cochrane James Dennis (j)
	Sunday edition									
	(S) 2,100	.036	.025							
MIAMI	Arizona Silver Belt									
6,689	(e) 2,250	.036	....	(I-D) (J) (30-67)	South Arizona Pub. Co.	LeRoy Kennedy				
	Bulletin									
	(e) 2,880	.037	.025	(R) (UP) (J) (105)	Miami P. & P. Co.	T. W. B. Anderson	A. A. Anderson	T. S. Garlow (bm). W. S. Parkyn (cm)	F. O. Crain	Julius Pecius J. W. Mayer (j)
NOGALES	Herald									
6,500	(e) 2,718	.036	.036	(I) (AP) (J) (112)	H. R. Sisk	F. B. Hayne H. R. Sisk	F. B. Hayne	H. R. Sisk H. C. Wayte (bm). C. C. Ortiz (cm)	H. C. Wayte H. R. Sisk (n) C. C. Ortiz (cl)	Edw. F. Stoller
PHOENIX	Gazette									
60,000	(e) 14,066	.06	.05	(I-D) (AP,INS) (J) (105)	Joe C. Haldiman, Pres.	Bryan Akers George C. Comparet	Thiers Stanley Ed Fitzhugh (sp)	Joe C. Haldiman Orin Frary (bm) John Akers (cm)	Harold Culp (cl) O. A. Eddy	Harry Russell Bryan Stanley (j)
	Arizona Republican									
	(m) 27,672	.10	.07	(I-P) (AP,UP) (J) (†)						
	Sunday edition			(166-112)	Dwight B. Heard	J. W. Spear Charles A. Stauffer	Ed Harrington (news)	Charles A. Stauffer W. W. Knorpp (bm). Oliver King (cm)	Fred Myers Bob Hall (n) Sidney Myers (cl)	Cliff Hanlon Fred Adams (j)
	(S) 29,920	.11	.075							
PRESCOTT	Courier									
7,800	(e) 3,960	.03	.02	(D) (AP) (J) (1-67)	Prescott Courier, Inc.	W. P. Stuart	M. R. Hirshfeld F. G. Freeman (sp)	W. P. Stuart P. J. Keohane (bm)	Ralph A. Lyke P. J. Keohane (cl)	E. F. Collier
	Journal-Miner									
	(m) 3,575	.025	.025	(R) (AP,UP) (J) (none)	Journal-Miner Pub. Co.					
	Sunday edition									
	(S) 3,575	.025	.025							
TUCSON	Citizen									
43,500	(e) 5,438	.03	.03	(R) (AP,UP) (mer) (†)						
	Sunday edition			(112)	Frank H. Hitchcock	A. K. Parker J. S. Cottrell	H. G. Wilson Harry Herman (sp)	Hil F. Best V. G. Sadler (cm)	John E. Hayden Theo. Schwamb (n). N. Woods (cl)	
	(S) 5,292	.03	.03							
	Arizona Star									
	(m) 6,518	.045	.045	(D) (AP) (†) (110-149-13)						
	Sunday edition					W. T. Mathews R. E. Ellinwood	R. E. Ellinwood T. T. Smith	Jack Weadock (sp)	W. R. Mathews E. G. Gay (cm)	H. A. Nornabell W. R. Mathews (n)	W. R. Mathews
	(S) 6,593	.045	.045							
WINSLOW	Mail									
4,136	(m) 2,612	.0325	.0325	(D) (UP) (J) (110-149-48a)	Giragi Bros.	C. L. Giragi (me)	J. L. Larison Geo. A. Giragi (sp)	C. L. Giragi (bm) G. F. Theirs (cm)	E. A. Corn Billie Williams (cl)	E. N. Bynon (j)
	Sunday edition									
	(S) 2,612	.0325	....							
YUMA	Arizona Sentinel									
8,000	(e) 2,065	.03	....	(I) (AP) (†) (J) (30)	Roy Dennis	R. L. Odom	E. McCoy	Roy Dennis G. A. Arnold (cm)	C. V. Kinter Hazel Gray (cl)	I. Moss J. L. White (j)
	Sunday edition									
	(S) 2,065	.03	....							
	Sun									
	(m) 1,815	.035	.025	(I) (UP) (J) (112)	E. S. Worthington	E. S. Worthington Karl E. Allen	Karl E. Allen "Sarge" Clark (sp)	E. S. Worthington M. S. Newton (cm)	Ben F. Wolk John Cheshire (n)	Bert Beatty
	Sunday edition									
	(S) 1,995	.035	.025							

ARKANSAS

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ARKADELPHIA	Siftings Herald									
3,725	(e)	.018	....	(AP) (6)	Siftings Herald Pub. Co.	Philip McCorkle				
BLYTHEVILLE	Courier-News									
12,500	(e) 4,126	.035	....	(I-D) (AP) (10)	Courier-News Co.	Chester B. Babcock	Graham Sudbury	Chester B. Babcock H. B. Haines (bm) Samuel Norris (cm)	Harry W. Haines	Stephens Brooks
CAMDEN	News									
9,000	(e) 2,272	.025	.02	(I) (AP) (none)	News Pub. Co.	Curtis B. Hurley	C. C. Lambert A. W. Rose (sp)		Wallace B. Hurley	J. J. Burdine
CONWAY	Log Cabin Democrat									
7,500	(e) 1,525	.02	....	(D) (AP) (J) (6)	Frank E. Robins	Frank E. Robins	Joe B. McGee	Frank E. Robins J. B. McGee (bm)	F. E. Robins, Jr.	E. G. Reidmatten
EL DORADO	News									
31,210	(m) 6,951	....	....							
	Times									
	(e) 2,281	....	....	(I) (AP,UP) (I) (6)	C. E. Palmer	A. H. Washburn	Grover Zinn (m) Robert Hays (e) E. L. Campbell (sp-m) C. Sanders (sp-e)	C. E. Palmer Hugh Lothrop (bm) J. H. Vogel (cm)	Hugh Lothrop Leslie De Cou (cl)	Albert Lang
	Total Daily									
	(me) 9,232	.07	....							
	Sunday edition									
	(S) 7,863	.07	....							
EUREKA SPRINGS	Times-Echo									
2,429	(e)	.014	....	(D) (d) (3)	S. A. Diehl	S. A. Diehl				
FAYETTEVILLE	Democrat									
9,000	(e) 1,916	.025	.025	(I-D) (AP) (J) (156)	Democrat Pub. Co.	L. S. Read	Jim Bohart	J. D. Hurst (bm) Floyd Elliot (cm)	J. D. Hurst	Eugene Murphy E. A. Bridenthal (j)
FORT SMITH	Southwest American									
42,500	(m) 13,280	....	....							
	Times-Record									
	(e) 9,601	....	....	(I-D) (AP) (†) (E) (133)	J. S. Parks	C. F. Byrns C. A. Ver Beck	Mrs. M. Hester John Porter (sp) C. A. Ver Beck (Su)	Harry Robinson (bm) C. C. Gardner (cm)	Sam Gearhart H. Robinson (n) H. C. Patterson (cl)	Arthur LaVanque
	Total Daily									
	(me) 23,421	.10	....							
	Sunday edition									
	(S) 25,437	.10	....							
HARRISON	Times									
5,000	(e) 1,020	.02	....	(D) (J) (3-6)	Newman Bros.	T. M. Newman	John R. Newman	T. M. Newman	T. M. Newman	F. Baines Tony D'Hass (j)
HELENA	World									
16,500	(e) 2,875	.025	.018	(I-D) (AP) (156)	C. M. Young	J. P. Burks	Ed King	C. M. Young T. P. Short (cm)	C. P. Koonce C. M. Young (n)	C. H. Lindsay
	Sunday edition									
	(S) 2,875	.025	.018							
HOPE	Press									
8,000	(m) 2,057	.021	.021	(D) (J) (30)	D. A. Gean	D. A. Gean Jack Hyde	Jack Hyde	Mrs. D. A. Gean (bm) C. E. Messer (cm)	Mrs. D. A. Gean D. A. Gean (n)	C. C. Westerman
	Star of Hope									
	(e) 1,326	.018	.018	(D) (AP) (†) (J) (156)	Ed McCorkle	Jack Hyde Ed McCorkle	Jack Hyde	Ed McCorkle Miss E. Green (cm)	L. M. Green	Roy Allen

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ARKANSAS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
HOT SPRINGS 20,500	New Era (e) 3,924	.025	.018	(I) (AP) (J) (156)	E. Marion Riggs	Charles Gosles		E. Marion Riggs B. L. Riggs (cm)	John Q. Holder	Frank C. Pamplin
	Sentinel-Record (e)	.03	....	(I-D) (AP) (none)	John G. Higgins	John G. Higgins				
	Sunday edition (S)	.03	....							
JONESBORO 17,428	Sun (e) 3,765	.028	.028	(D) (AP) (156)	W. O. Troutt & Sons	Fred G. Troutt	DeWitt Henry	W. O. Troutt N. G. Roberts (cm)	John W. Troutt	Bryan Tilley
	Tribune (e)	.03	....	(I) (UP) (6)	Williams & Williams	Harry Lee Williams				
LITTLE ROCK 79,200	Arkansas Democrat (e) 33,693	.09	....	(D) (AP,UP,US) (mer)						
	Sunday edition (S) 37,235	.09	....	(†) (17)	Arkansas Democrat Co.	K. A. Engel W. T. Sitlington	E. J. Liske Allen Tilden (sp)	K. A. Engel W. D. Branham (bm) R. M. Dunston (cm)	E. J. Herndon W. D. Branham (n)	
	Arkansas Gazette (m) 42,173	.12	....	(I-D) (AP,INS,CT,NYT, CP) (†) (20)	Gazette Pub. Co.	J. N. Heiskell Fred Heiskell	William A. Wilson Henry Loesch (sp) J. N. Heiskell (Su)	Fred W. Allsopp D. W. Smith (cm)	William C. Allsopp	A. N. Guthrie
	Sunday edition (S) 49,465	.14	....							
MALVERN 4,650	Record (e)	.021	....	(D) (d) (3)	J. H. Beestecher	J. H. Beestecher				
MENA 3,960	Star (e) 736	.014	....	(I) (J) (none)	V. W. St. John	V. W. St. John	V. W. St. John R. M. Berry (sp)	D. D. Clement	D. D. Clement	E. W. St. John
NEWPORT 3,771	Independent (e)	.014	....	(D) (J) (6)	A. C. Wilkerson	A. C. Wilkerson				
PARAGOULD 8,500	Press (e) 1,250	.025	....	(I-D) (AP) (none)	Rupert C. Wright	Rupert C. Wright				
PINE BLUFF 30,000	Commercial (e) 6,886	.04	....	(D) (AP) (J) (3)	E. W. Freeman	W. L. Venell				
	Graphic (m) 4,468	.03	.025	(D) (AP) (†) (6)	Geo. H. Adams	E. C. Green	Edgar Chestnut	Geo. H. Adams Jake Eastham (cm)	Len Flournoy Miss M. Simpson (cl)	J. E. Sullivan, Jr.
	Sunday edition (S) 5,059	.03	.025							
PRESCOTT 2,691	News (e)	.014	....	(D) (J) (none)	F. J. Johnson	F. J. Johnson				
ROGERS 4,500	News (e)	.02	....	(I) (UP) (J) (6)	Jas. F. Shofner					
RUSSELLVILLE 6,132	Courier-Democrat (e) 884	.018	....	(D) (AP) (6)	J. A. Livingston	J. A. Livingston				
SEARCY 4,370	Citizen (e) 560	.007	....	(D) (J) (none)	J. J. Baugh	J. J. Baugh	Mrs. J. J. Baugh W. E. Boyce (sp)	B. R. Johnson (bm)		B. R. Johnson (j)
SILOAM SPRINGS 4,500	Register (e) 1,180	.018	....	(I) (UP) (J) (30)	Guy R. Edge	Guy R. Edge				
STUTTGART 6,000	Arkansawyer (e) 900	.018	....	(I) (AP) (30)	J. M. Drummond	J. M. Drummond				

CALIFORNIA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALAMEDA 32,000	Times-Star (e) 4,330	.03	....	(R) (UP (J) (67)	Times-Star Co.	J. Sherman McDowell	W. W. Hiswell Bill Jones (sp)	J. S. McDowell W.C.McDowell (bm) Lillian Stark (cm)	C. L. Watsin	W. A. Grahn
ALHAMBRA 33,000	Post-Advocate (e) 9,234	.05	.04	(I) (AP) (†) (112)	E. S. Kellogg	C. I. Ward	R. C. Reed P. C. Kelly (sp)	E. S. Kellogg W. T. Smith (cm)	R. H. Jacobs J. O. Carey (n) A. E. Jorgensen (cl)	H. M. Tedford
ANAHEIM 12,500	Bulletin (e) 4,182	.04	.03	(R) (AP,UP) (112)	Lotus H. Loudon Hazel Del Loudon	Floyd McCracken	Jimmie Heffern (sp)	Lotus H. Loudon C. H. Powell (bm) J. A. Morgan (cm)	Reginald Taylor C. H. Powell (n) Helen Jefferay (cl)	Fred Van Raes
BAKERSFIELD 26,000	Californian (e) 10,964	.055	....	(D) (AP,UP) (J) (19-57-112)	Alfred Harrell	Alfred Harrell Ross C. Miller	Robert Fraser James Day (sp)	Edward Benson	Walter Kane	Elmer Ferry
BERKELEY 71,000	Gazette (e) 7,758	.035	.035	(R) (UP,PL) (J) (67)	Charles E. Dunscomb	James E. Wales	Harold W. Johnson Philip L. Rolfe (sp)	Charles E. Dunscomb C. M. Wales (bm) F. W. Folsom (cm)	E. M. Denning K. F. Robertson (cl)	E. H. Zarley
BRAWLEY 8,700	News (e) 1,850	.03	.03	(R) (AP) (J) (67)	M. D. Witter	J. Fred. Richardson M. D. Witter	Frank Burris (sp)	M. D. Witter Frank Burris (cm)	A. F. Doran	Frank Jones
BURBANK 22,000	Review (e) 3,302	.035	.025	(I) (UP) (J) (112)	Review Ptg. Co.	Lynn Monroe Harvey R. Ling, Pres.	Ida L. K. Clark	Harvey R. Ling H. E. Tennant (cm)	Charles H. Ling	W. P. Coffman
	Tribune (e) 3,711	.035	.025	(I) (INS) (J) (67)	H. A. White	James Bolger	M. Strasser (sp)	H. A. White M. O. Dalton (bm) G. A. Rickard (cm)	B. W. Curry	C. E. Palmer
BURLINGAME 17,000	Advance-Star (e) 2,798	.03	.025	(R) (INS) (J) (none)	A. B. Cargill	A. B. Cargill	W. T. Chapman Wm. Mulcahy (sp)	A. B. Cargill E. H. Light (cm)	M. J. McGrath	E. E. Snyder J. W. Currie (j)
CALEXICO 7,200	Chronicle (e) 1,263	.025	.025	(I) (AP) (J) (30-67)	Randall Henderson	Jess Worley		Randall Henderson	Oel Spellman	O. del los Cobos Paul Payne (j)
CHICO 12,141	Enterprise (e) 2,635x	.03	.025	(I) (AP) (†) (112)	Florence J. O'Brien	Florence J. O'Brien Guerdon A. Cowan	Guerdon A. Cowan Tom Kelly (sp)	Florence J. O'Brien H. A. Barber (bm) Vernon Maxson (cm)	H. A. Barber Lillian Ellena (cl)	J. H. Sannell A. M. Creech (j)
	Record (m) 2,028x	.025	.025	(I) (AP,UP) (J) (82-151)	C. H. Deuel	C. H. Deuel	N. B. Deuel C. Randolph (sp)	R. C. Hurst D. A. Honodel (cm)	B. L. Ruth I. Simmons (cl)	E. Hardill B. D. Moore (j)
	Sunday edition (S) 2,003x	.025	.025							
COALINGA 2,934	Record (e) 1,121	.025	....	(I) (J) (none)	McCollum & Mason	F. J. McCollum				
COLTON 7,137	Courier (e) 1,486	.025	.025	(R) (AP) (J) (none)	F. S. Hosfelt	V. G. Hosfelt	W. R. Waggoner	K. Alexander (bm) M. W. Carter (cm)	K. W. Alexander M. L. Fawcett (cl)	W. W. Elliott
COLUSA 2,000	Sun (e) 875	.021	....	(d) (30-3)	Sun Pub. Co.	Mrs. W S. Green				
CORNING 2,000	Observer (e) 750	.021	....	(I-D) (UP) (none)	Mrs. T. E. Harper	Mrs. T. E. Harper				A. C. Keiser
CORONA 5,687	Independent (e) 907	.021	....	(I-R) (J) (none)	George M. Blair	George M. Blair	C. C. Johns	G. M. Blair M. P. Miller (cm)	C. R. Miller	J. E. Blair A. M. Creech (j)
CULVER CITY 12,000	Star-News (e) 1,193	.025	.025	(I) (AP) (112)	Culver City Pub. Co.	William Shea	Bembert James Onward Cochran (sp)	William Shea J. W. Kirkham (cm)	William Shea Harry Garrett (cl)	Earl Leavitt
DINUBA 4,100	Sentinel (e) 1,624	.025	.025	(I) (UP) (J) (112)	John Raymond Locke	John Raymond Locke William E. Locke	William E. Locke Hazel Carmichael (sp)	W. E. Locke John R. Locke, Jr. (cm)	John R. Locke	H. Haryan C. H. Chappell
EL CENTRO 11,300	Imperial Valley Press (e) 2,682	.035	.029	(R) (UP) (112)	Imperial Valley Press, Inc.	James P. Greene W. C. Costello	James P. Greene R. Jackson (sp)	H. W. Hammond W. C. Costello (bm) W. H. Howard (cm)	M. J. Manning W. C. Costello (n) M. A. Christian (cl)	C. E. Hamilton
ESCONDIDO 3,750	Times-Advocate (e) 860	.021	.018	(I) (J) (none)	Percy Evans	Percy Evans	Percy Evans Alan McGrew (sp)	Percy Evans Elsie Thompson (cm)	Percy Evans Elsie Thompson (cl)	Guy B. Ashley Aubrey Ashley (j)
EUREKA 20,500	Humboldt-Standard (e) 5,550x	.045	.045	(R) (UP) (J) (112)	Standard Pub. Co.	F. W. Georgeson Don H. O'Kane	Don H. O'Kane Laurence W. Beal (sp)	F. W. Georgeson D. R. Georgeson (cm)	R. L. Dewar	W. J. Kirkpatrick
	Humboldt Times (m) 5,936x	.05	.05	(R) (AP) (†) (J) (E) (105-67)	Times Pub. Co.	J. H. Crothers	J. H. Crothers	J. H. Crothers J. L. Kennedy (cm)	H. Irvine Sprague J. H. Crothers (n)	J. H. Crothers A. M. Smith (j)
	Sunday edition (S) 6,292x	.05	.05							
FRESNO 64,000	Bee (e) 24,848	.08	.064	(I) (AP,UP) (*S) (†) (E) (123)	Jas. McClatchy Pub. Co.	Carlos K. McClatchy H. R. McLaughlin	W. E. Lockwood Ed. Orman (sp)	Ed S. Riggins (bm) B. F. Bennett (cm)	Ralph W. Millard C. F. Sells (cl)	
	Sunday edition (S) 24,243	.08	.064							
	Republican (m) 28,260	.10	....	(I-R) (AP) (†) (E) (166-13)	George A. Osborn Chase S. Osborn, Jr.	Chase S. Osborn, Jr. Ben R. Walker	Ralph R. Cole John Lee (sp)	George A. Osborn H. B. Gregory (bm) H. B. Pryor (cm)	W. E. Tyler F. L. Adams (n) Gilbert Baymiller (cl)	
	Sunday edition (S) 28,265	.10	....							

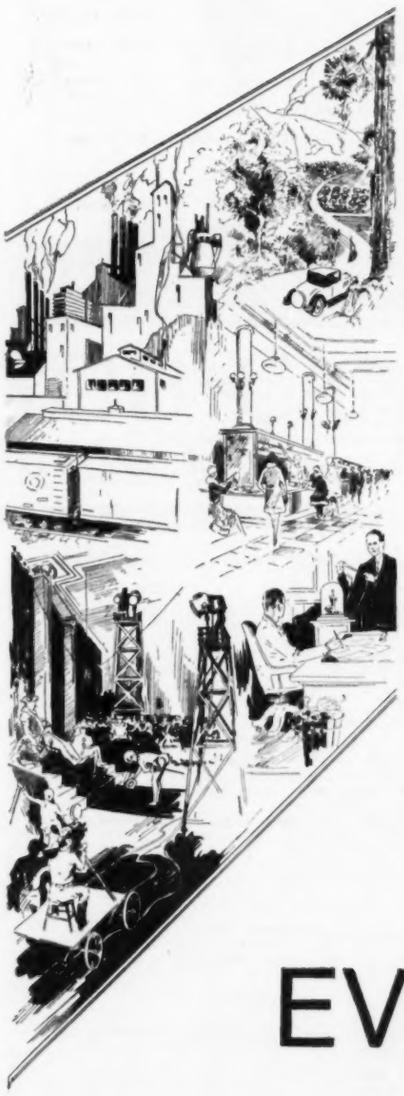
(*Continued on page 22*)

Los Angeles
Fourth City in the Nation

The shrewd merchandiser strives to reach with his advertising story the most people who can buy his product. The advertising message itself is important—extremely so—but no more so than the selection of markets and the choosing of newspapers to cover those markets.

Naturally the greatest buying power is concentrated in the Metropolitan areas. In these city markets distribution and sales costs are lower—much lower—than in the rural and small town districts. Advertising costs are lower, too.

The Richest Metropolitan Market in the World



Los Angeles—the Fourth City in the Nation in Population—is the First in the World in Buying Power per capita. Here, according to authentic surveys, the average purchasing power per family and the average annual income per capita are greater than in any other large city ANYWHERE. In this city there are more than 1,440,000 permanent residents—in the immediate trading area more than 2,000,000.

In Los Angeles there are Six Daily Newspapers. The largest of these, The LOS ANGELES EVENING HERALD, has 96% of its entire circulation concentrated right in this rich city area and its immediate suburbs. National Advertisers, coming into Los Angeles, select The EVENING HERALD to carry the bulk of their daily advertising programs because it reaches a greater part of the richest section of this market than any other daily newspaper. Advertising in The EVENING HERALD means concentrating their selling effort where distribution is thickest and buying power is greatest.

Advertisers familiar with this market have for years concentrated the major part of their advertising in The EVENING HERALD. The Advertising Lineage Record for 1928 tells the story better than words.

1928 Display Advertising Record

All Los Angeles Daily Papers

(Figures in Agate Lines from Media Records, Inc.)

	DAILY CIRCULATON	LOCAL DISPLAY	NATIONAL DISPLAY	TOTAL DISPLAY (Inc. Automotive and Financial)
EVENING HERALD	217,545	9,184,876	2,509,715	12,889,719
Second paper (morning)	201,166	3,570,670	2,048,940	7,155,111
Third paper (morning)	152,813	5,149,917	1,689,762	9,159,323
Fourth paper (evening)	139,438	5,095,400	1,558,271	8,182,703
Fifth paper (morning)	100,772	1,636,236	528,917	2,568,730
Sixth paper (evening)	52,315	3,103,067	695,407	4,226,250

Any Schedule Designed to Cover Los Angeles Must Begin With The

LOS ANGELES
EVENING HERALD

Represented in

New York
by
HERBERT W. MOLONEY
342 Madison Ave.

Chicago
by
JOHN H. LEDERER
910 Hearst Bldg.

San Francisco
by
A. J. NORRIS HILL
610 Hearst Bldg.

"One of the twenty-eight Hearst Newspapers Read by More Than Twenty Million People"

Member of International News Service and Universal Service
Member Audit Bureau of Circulations

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

CALIFORNIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
FULLERTON	News-Tribune									
12,000	(e) 4,267	.035	.035	(I) (UP) (112)	Edgar Johnson	Edgar Johnson		Edgar Johnson		
GILROY	Dispatch									
4,700	(e) 1,505	.025	....	(R) (UP) (J) (112)	Hall & Smith	Lloyd E. Smith John N. Hall		Hall & Smith	John N. Hall	John N. Hall
GLENDALE	News-Press									
50,000	(e) .. 14,429	.075	....	(I-R) (AP,UP,CP) (†) (112)	Evening News Co.	W. H. Ingram	W. S. Ingram Dan Ashbaugh (sp)	J. D. Funk J. V. Hollett (cm)	H. D. Townsend Leon Gray (n) G. Smith (cl)	Fred Anderson
GRASS VALLEY	Union									
5,500	(m) 1,429x	.025	....	(I) (AP) (†) (J) (166)	W. Henry Argall	E. G. Kinyon	Robert Ingram	M. Henry Argall	M. Henry Argall	John Truscott
	Sunday edition (S) 1,424x	.025	....							
GRIDLEY	Globe									
2,500	(e) 330	.011	.011	(L) (J) (none)	Don B. Robb	Don B. Robb		Don B. Robb		Charles Tescher (j)
HANFORD	Journal									
8,200	(m) 1,607	.025	.025	(D) (AP) (†) (J) (30-67)	A. D. Driver	A. D. Driver (me)		Ed. H. Wilder (bm) H. E. Foor (cm)	Edwin H. Wilder	M. J. Pflkenton
	Sunday edition (S) 1,607	.025	.025							
	Sentinel (e) 1,634	.025	.025	(R) (UP) (J) (112)	J. E. Richmond	J. E. Richmond	Robert R. Brown E. S. Richmond (sp)	J. E. Richmond J. Y. Kerr (cm)	F. E. Newton	M. D. Fuller
HAYWARD	Review									
5,000	(e)	.021	....	(I-R) (UP) (J) (none)	N. R. Moore	N. R. Moore				
HEALDSBURG	Tribune									
3,500	(e) 752	.018	....	(I) (UP) (J) (112)	M. Earle Adams	Agnes U. Adams	Mildred Corbit	Agnes U. Adams (bm)	E. W. Beatty	
HOLLISTER	Free Lance									
4,500	(e) 1,409	.025	.025	(I) (UP) (J) (112)	Millard F. Hoyle	Herbert Sutton	Marion J. Daniels	Millard F. Hoyle John F. Hurley (cm)	Fred W. Smith	Marvin C. Gentry
HOLLYWOOD	Citizen									
100,000	(e) 13,452	.075	....	(I) (UP) (†) (J) (161-67)	Harlan G. Palmer	Harlan G. Palmer Harold Swisher	Harold Hubbard Claud Newman (sp)	Harlan G. Palmer Harold Searles (cm)	T. Harwood Young J. R. Tobin (cl)	Harold Winn
	News (e) 8,193	.05	....	(I-R) (AP) (J) (E) (112)	News Pub Co.	Donald H. Long	Lloyd Brownfield (sp)	W. L. Beebe E. A. Bertrand (cm)	Robert J. Corrigan L. C. Wones (cl)	G. S. Morgan M. McDermott (j)
HUNTINGTON PARK	Signal									
33,825	(e) 4,720	.04	.025	(I) (UP) (J) (none)	J. A. Bowen	J. A. Bowen	L. H. Beason W. Butler (sp)	J. A. Bowen H. G. Phillips (cm)	C. F. Ackerman	T. J. Ridge
INGLEWOOD	Californian									
25,797	(e) 1,875	.04	.03	(I-R) (J) (30-67)	McCabe & Huff	R. M. McCabe	Lloyd Hamilton	C. L. Huff (bm)		
	News (e) 2,960	.035	.025	(I) (UP) (†) (J) (112)	Thad N. Shaw Huber H. Shaw	Thad N. Shaw	Carl Blaker	Thad N. Shaw John Conrad (cm)	Max Brunstein	Max Gerlach
LONG BEACH	Press-Telegram									
150,000	(e) 42,332	.14	.092	(I-R) (AP,UP) (*S) (†) (J) (166)	W. F. Prisk	W. F. Prisk Frand M. Selover	W. E. Montfort Frank Blair (sp) Frank Goss (Su)	W. F. Prisk W. H. Hosking (bm) Edgar Pugh (cm)	G. L. Burt M. W. Heaton (n) W. E. Douglas (cl)	D. M. Hammond W. B. Leecraft (n)
	Sunday edition (S) 40,678	.14	.092							
	Sun (m) 15,506	.08	.08	(R) (UP,CP) (†) (112)	I. C. Copley	Walter H. Case	R. L. Dunfee Jack Swain (sp)	Fred W. O'Lovesky H. E. Strong (cm)	B. J. Abraham B. S. Bernard (n)	H. D. Coates
	Sunday edition (S) 15,160	.08	.08							
LOS ANGELES	Examiner									
1,365,829	(m) 201,166	.43	....	(I) (AP,US,INS) (mer) (†) (E) (29-60-75-53-9)	G. G. Young	F. W. Eldridge	W. Woolard Mark Kelly (sp) L. R. Polcar (Su)	G. G. Young B. P. Guild (bm) R. J. Corrigan (cm)	S. P. Bartlett F. H. McMahon (n) W. O. Boyd (cl)	R. V. Edwards
	Sunday edition (S) 426,395	.70	....							
	Express (e) 139,438	.30	.188	(R) (AP,UP,CP) (†) (E) (123)	Guy C. Earl, Jr.	Edward A. Dickson A. Y. Tully	H. F. Spencer Sid Ziff (sp)	Frederick Wagner H. S. Sharpless (bm) N. R. Jensen (cm)	M. S. Day F. Wagner (n) Chas. H. Powell (cl)	
	Herald (e) 217,545	.45	.28	(I) (INS,UP) (mer) (†) (J) (E) (114-95-73)	Frank F. Barham	E. R. Collins	W. H. Levings Jack James (sp)	D. G. Keeler W. J. Harrison (cm)	Arthur Holliday E. O. Menz (n) Carl Nissen (cl)	M. S. Culver H. A. Vieux (j)
	Illustrated News (m) 100,772	.20	.15	(I) (UP) (†) (E) (133)	E. Manchester Boddy	E. Manchester Boddy	Joel Rickman Robert Cronin (sp)	E. G. Patterson (bm) William A. Robare (cm)	E. C. Hensel W. R. Powell (cl)	Arthur Stanley
	La Opinion (m) 11,069	.055	.043	(I) (UP) (98)	Lozano Newspapers, Inc.	R. H. Liergo (me)	L. F. Bustamente I. F. Herrerias (sp)	Arturo F. Cantu F. Arrieta Vizcaino (cm)	F. Olivares, Jr.	Vicente Vergara
	Sunday edition (S) 12,140	.055	.043							
	Record (e) 52,315	.12	....	(I) (UP) (mer) (†) (E) (61)	H. B. R. Briggs	H. B. R. Briggs	Rodney Brink Stub Nelson (sp)	Neil S. Hellis G. E. Hutchinson (cm)	Neil S. Hellis F. R. Davit (n) Rich. F. Connor (cl)	Elmer Cobb
	Times (m) 152,813	.32	....	(R) (AP) (*S) (mer) (†) (J) (E) (166-13)	Times-Mirror Co.	Ralph W. Trueblood	L. D. Hotchkiss Paul Lowry (sp) W. N. Henry (Su)	Harry Chandler A. L. Parker (cm) Jacob Baum (bm)	Irving R. Smith W. Pfaffenberger (n) H. W. Jacobi (cl)	M. S. Bentley S. W. Crabill (j)
	Sunday edition (S) 226,945	.44	....							
MADERA	Tribune & Mercury									
5,500	(e) 1,252	.025	.021	(I) (UP) (J) (112)	Clark & Clark	H. A. Clark	H. A. Clark	George A. Clark		
MARTINEZ	Gazette									
8,000	(e) 1,510	.029	.029	(R) (INS) (J) (E) (none)	W. A. Rugg	W. A. Rugg	J. R. Boothe	W. A. Rugg	J. W. Lindsay	B. E. Stotts
	Standard (e) 1,519	.03	.025	(R) (UP) (J) (30)	Will R. Sharkey	Cyril L. Cairns	A. M. Richards	Will R. Sharkey (bm)		H. D. Lyford (j)
MARYSVILLE	Appeal-Democrat									
7,200	(e) 5,080x	.04	.03	(I) (UP) (†) (J) (151)	F. W. McKechnie	F. W. McKechnie	Otis Sweetland Ed Burt (sp)	Harry Butler C. N. Moore (cm)	Harry Butler	Thomas Ryan Eugene Hammil (j)
MERCED	Sun-Star									
7,000	(e) 3,782	.04	....	(I) (AP,UP) (J) (†) (112)	Merced Sun-Star	Ray McClung				
MODESTO	News Herald									
18,000	(m) 2,328x	....	....	(I) (AP,UP) (†) (123)	News-Herald Co.	C. K. McClatchy F. B. Moore	Max Foster James Roach (sp)	Carlos K. McClatchy H. P. Walls (bm) J. N. Stone (cm)	William O'Shea L. Crocco (n) George McQueen (cl)	F. C. Peterson
	News-Herald (e) 7,753x	....	....							
	Total Daily (me) 10,081x	.06	.061							
	Sunday edition (S) 2,347x	....	....							
	Eve. & Sunday (es)	.06	.061							
MONROVIA	News									
12,000	(e) 2,072x	.03	.025	(I) (UP) (†) (J) (112)	C. C. Howard	John L. Wiley C. C. Howard	L. A. Fisher Elwood Irwin (sp)	C. C. Howard H. Fredericks (bm) Edw. Mullen (cm)	H. W. Fredericks G. St. John (cl)	William St. John
MONTEREY	Peninsula Herald									
8,766	(e) 3,263	.03	.03	(I-R) (AP) (J) (112)	Allen Griffin	Allen Griffin Wm. O'Donnell	M. Londahl (sp)	Allen Griffin M. O. Gay (cm)	Howard Walters L. E. Gottlieb (n)	A. H. Clickard
NAPA	Journal									
9,000	(m)	.018	....	(D) (J) (3)	Walden & Muller	Edward W. Longan				
	Sunday edition (S)	.018	....							
	Register (e) 2,560	.025	.025	(R) (UP) (67)	Francis & Francis	G. M. Francis	Theodore Marois Jule Ojeda (sp)	G. H. Francis Amelia Gieger (bm) George Gerlach (cm)	Harold Koethan	Harold Koethan
OAKLAND	Post-Enquirer									
274,100	(e) 60,915	.18	....	(I) (INS,US) (†) (E) (158-146)	R. A. Carrington, Jr.	Carl Hoffman Howard Krueger	Homer Thomas Al Santoro (sp)	Victor Lattanner (cm)	Emil A. Nusbaum J. Maher (cl)	R. L. Ratekin
	Tribune (e) 83,328	.21	.18	(R) (AP,UP,CP) (†) (J) (E) (166-67)	J. R. Knowland	J. R. Knowland Leo S. Levy	Stanley Norton Robert Shand (sp)	R. A. Forsterer W. F. D. Brown (cm)	R. G. Breese C. L. Irish (n) M. McDonald (cl)	Alex Doig C. B. Mill (j)
	Sunday edition (S) 80,057	.21	.18							

(*Continued on page 24*)

YOU CAN MAKE PROFITS NOW

In the Oakland Market Through Tribune Advertising

PROFITS in ample proportions to delight the shrewdest advertiser—await you in Oakland's Metropolitan Market. This market spends more for luxuries than any other Metropolitan Area of its size in America — the population is constantly increasing . . . a big new Chrysler plant . . . a great new Seiberling Tire plant . . . President Coolidge recently signed a bill establishing the independent *Port of Oakland* (previously all import or export tonnage and valuation was accredited to San Francisco) . . . and dozens of new manufacturing plants from Richmond to Hayward create new wealth and purchasing power within the TRIBUNE Territory. By sheer force of merit the OAKLAND TRIBUNE is recognized as the one sure avenue of approach to these hidden profits. Advertising schedules, equal to the task of selling over one-half million consumers, placed in Oakland's only home-owned-edited newspaper, will assist you in making profits now. The TRIBUNE is deep in the affection of its readers and their response to advertising in their chosen newspaper is vividly portrayed by the enviable volume of advertising published by the TRIBUNE. Thousands of advertisers are now paying dividends from profits which they secured from advertising in the TRIBUNE. You, too, can make unusual profits now. Schedule the TRIBUNE for 1929.

SPACE BUYERS PLACED 18,184,908 LINES of Advertising in the TRIBUNE during 1928. Truly, a dramatic performance when we consider that this makes the 5th consecutive year that the TRIBUNE is publishing more Advertising (by a wide margin) than any other Oakland or San Francisco Newspaper.

NATIONAL REPRESENTATIVES: WILLIAMS, LAWRENCE & CRESMER CO., 285 Madison Ave., New York City, and 360 N. Michigan Avenue, Chicago; FRED L. HALL CO., Inc., 507 Montgomery Street, San Francisco; 514 Leary Building, Seattle; and Chamber of Commerce Building, Los Angeles.

Exclusive Associated Press Service

Oakland Tribune

United Press Consolidated Press Association

OAKLAND, ——— CALIFORNIA

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

CALIFORNIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
OCEANSIDE	Tribune (e) 1,500	.025	.025	(I) (UP) (J) (112)	George K. Stafford	George K. Stafford		E. M. Stafford (bm) John Woods (cm)	E. M. Stafford Ed Stafford (cl)	Al Pilcher
ONTARIO 15,288	Report (e) 3,425	.035	.035	(I) (UP) (J) (none)	Crombie Allen H. L. Allen	Crombie Allen	R. Graettinger (news) V. C. Beck (sp)	H. L. Allen J. A. Downey (bm) L. L. Sturges (cm)	Edmond Cords Annie Potter (n) Ann Thomas (cl)	Walter Axley
ORANGE 9,000	News (e) 2,704	.03	.03	(I) (UP) (112)	Hart & Craemer	W. O. Hart Justus F. Craemer	R. S. Arguello	Justus F. Craemer William McKay (cm)	O. G. Franks	C. J. A. Melbach
OROVILLE 5,000	Mercury-Register (e) 2,201	.03	....	(I) (UP) (J) (151)	Dan L. Beebe	Dan L. Beebe	George Wangelin Jack Wilson (sp)	Dan L. Beebe (bm) Winifred Fowler (cm)		Phil Hefner A. H. Keane (j)
	Press (m) 1,345	.025	.018	(R) (AP) (J) (112)	Oroville P. & P. Co.	Alcek E. Wilson George M. Swindell		George M. Swindell T. J. Powers (bm)	E. S. Baldwin	Glenn Crutcher T. J. Powers (j)
OXNARD 7,500	Courier (e) 1,731	.025	....	(R) (UP) (J) (112)	J. J. Kroumer & Sons	J. J. Kroumer Caryl Kroumer	Wenley Kroumer C. W. Teubner (sp)	J. J. Kroumer C. W. Teubner (cm)	C. W. Teubner Charlotte Stahl (n)	William Vasquez C. H. Bronaugh (j)
PALO ALTO 13,500	Times (e) 4,491	.045	....	(I) (AP) (†) (112)	George F. Morell	Dallas E. Wood		E. R. Lovett (bm) K. T. Boardman (cm)	E. R. Lovett J. Paul Moore (n)	W. F. Henry
PASADENA 62,100	Star-News (e) 17,211	.09	.061	(I) (UP,CP) (J) (E) (166)	Charles H. Frisk	Charles H. Frisk	Fred J. Shoop Robert O. Foote (sp)	Charles H. Frisk A. J. Hosking (bm) T. E. Hamrick (cm)	George R. Fugate C. C. Yates (n) R. L. Bellem (cl)	James T. Jenkins William C. Peck (j)
	Post (e) 10,405	.05	.05	(I-R) (AP) (J) (E) (112)	Southern California Newspapers, Associated	F. F. Runyon Blaine Gibson	Lee Merriman F. G. Runyon (sp)	W. S. Kellogg Arthur J. Baum (bm) Chas. Ruhmland (cm)	M. J. Anthony A. S. Adams	Chester Livengood William Login (j)
PETALUMA	Argus-Courier (m) 1,125 Argus-Courier (e) 2,770 Total Daily (me) 3,895	.... .04	.... .025	(R) (UP) (J) (67)	Olmsted Co., Inc.	J. E. Olmsted	A. S. Newburgh	John A. Olmsted Duncan Olmsted (cm)	Harry Kistos	John A. Olmsted Ellis Newsome (j)
PLACERVILLE 2,854	Republican (e) 976	.025	.025	(I-R) (UP) (J) (3)	El Dorado Pub. Co.	H. B. Thomas		H. B. Thomas	M. H. Vaught	H. R. Thomas
POMONA 23,000	Progress-Bulletin (e) 6,680x	.045	....	(I-R) (UP) (J) (112)	Progress-Bulletin Pub. Co.	E. E. King A. T. Richardson	Theodore Johnson	W. E. Stevens Nelson J. King (bm)	W. E. Stevens (n)	W. J. Averell (j)
PORTERVILLE 7,000	Recorder (e) 2,209	.025	.025	(I) (UP) (J) (none)	Homer W. Wood	Homer W. Wood Roy Garmon	Lester Skidmore (sp)	Homer W. Wood G. O. Davis (bm) H. B. Gwillim (cm)	G. O. Davis	F. C. Smith
RED BLUFF 4,500	News (e) 1,431	.025	.018	(D) (UP) (112)	John G. Miller	John G. Miller	Charles B. Wheatley	R. H. Boding (bm)	V. B. Fish R. H. Boding (n) Mrs. J. G. Miller (cl)	Sam Hall
	Times-Sentinel (m) 1,518 Sunday edition (S) 1,518	.021 .021	.018 .018	(I) (AP) (J) (30)	W. A. Hornbeck	W. A. Hornbeck	John B. Shaffer	W. A. Hornbeck (bm)		G. M. Grimm
REDDING 6,111	Courier-Free Press (e) 1,720	.021	.021	(R) (UP) (J) (30-67)	Walter H. Fink	Walter H. Fink	H. F. Baker	Walter H. Fink	Walter H. Fink	Walter H. Fink
	Searchlight (m) 2,082 Sunday edition (S) 2,082	.025 .025	.025 .025	(I-R) (AP) (J) (112)	H. G. Moody	I. D. Stanford H. G. Moody	I. D. Stanford	H. G. Moody J. C. Allison (bm)	Dorothy Obert	C. C. Fiske B. West (j)
REDLANDS 18,650	Facts (e) 3,134	.035	.03	(R) (UP) (†) (none)	Redlands Daily Facts	Lyman M. King	F. K. Arthur C. E. Arthur (sp)	Paul W. Moore L. O. Hammond (cm)	Paul W. Moore Murray L. Vout (cl)	H. A. Hargraves
REDONDO BEACH 9,500	Breeze (e) 2,733	.03	.03	(R) (AP) (J) (112)	Breeze Pub. Co., Inc.	Henry James G. R. Fuller	J. Wyncoop T. Meddlicott (sp)	G. S. Thurtle E. L. Kuhn (cm)	H. G. Cobley	E. J. Stephens
REDWOOD CITY 7,800	Tribune (e) 4,409	.045	.024	(I) (AP) (†) (none)	George F. Morell	Carroll D. Hall	William Vielhauer Truman Letts (sp)	S. H. Winkelbleck K. T. Boardman (cm)	S. H. Winkelbleck Beta DeRenso (n)	W. F. Henry
RICHMOND 31,159	Independent (e) 3,832	.035	.023	(I-R) (UP) (†) (J) (112)	J. F. Galvin	R. S. Crooze	R. Z. Hall	J. F. Galvin F. S. Newsom (bm) Mrs. L. Healy (cm)	Harry R. Burt F. S. Newsom (n)	George T. Griffin H. C. Brombacher (j)
	Record-Herald (m) 3,183 Sunday edition (S) 3,183	.029 .029	....	(R) (J) (none)	Grover E. Milnes					
RIVERSIDE 31,000	Enterprise (m) 4,816 Sunday edition (S) 4,816	.035 .035	....	(I-R) (AP) (J) (30-67)	Enterprise Corp.	J. R. Gabbert				
	Press (e) 6,730x	.035	.029	(R) (UP) (J) (112)	Daily Press, Inc.	E. P. Clarke	A. A. Piddington W. L. Leamon (sp)	H. W. Hammond (bm) J. L. Wagner (cm)	H. E. Ross M. M. Gaston (n)	W. S Ward N. J. Westerfield (j)
SACRAMENTO 75,700	Bee (e) 49,294x	.12	....	(I) (AP,UP) (†) (E) (123)	Jas. McClatchy Pub. Co.	Chas. K. McClatchy	S. R. Leedom Rudy Hickey (sp)	C. K. McClatchy W. James, Bus. Dir. G. C. Hamilton (bm) E. H. Nappa (cm)	T. A. Cody L. W. Averill (n)	Chris Schwabe
	Union (m) 16,025x Sunday edition (S) 16,066x	.06 .07	....	(R) (AP) (†) (96-36)	C. A. Hughes	E. E. Faville Leslie Davies	Walter Healy Steve George (sp)	R. Brockhagen (bm) P. H. Inman (cm)	O. E. Steele Robert Henri (cl)	L. D. Morgan
SALINAS 7,500	Index-Journal (e) 3,500	.025	.021	(I) (UP) (J) (112)	Fred Weybret	Rolin G. Watkins Fred Weybret	Frank Connor	Fred Weybret (bm) Robert Wallace (cm)	D. P. Harris	
SAN BERNARDINO 44,500	Sun (m) 9,887x Sunday edition (S) 10,079x	.... .06	....	(R) (AP,UP) (mer) (†) (J) (112)	Sun Co.	R. C. Harbison James A. Guthrie	E. E. Bule Sid Olin (sp)	H. S. Webster (bm) O. F. Thayer (cm)	H. P. Graham William Crane (cl)	L. L. McFall E. D. Paul (j)
	Telegram (e) 3,706x Total Daily (me) 13,593x	.... .06	....	(R) (UP) (mer) (†) (J) (112)	Sun Co.	Arthur J. Brower	J. D. O'Neill Robert Wagner (sp)			
SAN DIEGO 119,700	Sun (e) 19,902	.07	.047	(I) (UP) (mer) (†) (E) (143)	Sun Pub. Co.	F. C. Edwards E. T. Austin	Max Depew Joe Grossman	W. H. Dayton (bm) James Louvau (cm)	A. L. Houser Horace Hay (n) H. W. Hall (cl)	
	Tribune (e) 25,902 Union (m) 28,283 Total Daily (me) 54,185 Sunday edition (S) 35,899	.... .14 .14	.... .111 .111	(R) (AP,INS) (†) (E) (112) (R) (AP) (†) (E) (112)	Union-Tribune Pub. Co.	James MacMullen	Frank Goodman Harry Kuck (sp) C. A. McGrew Ted Steinman (sp) E. R. Anderson (Su)	James MacMullen E. F. Parmelee (Adv. Advisor) W. V. O'Farrell (cm)	M. A. Penter E. L. Holzman (n) Kenneth Flood (cl)	Jack O'Connor
SAN FERNANDO 8,500	News (e) 1,437	.025	.021	(I) (UP) (J) (110-149-67)	J. C. & M. J. Martin	W. C. Temple, Jr. J. C. Martin	W. C. Temple, Jr. August Berio (sp)	J. C. Martin Harold Wren (cm)	Thomas Losey	
SAN FRANCISCO 585,300	Bulletin (e) 80,903	.20	....	(R) (AP) (E) (96)	C. H. Brockhagen	C. H. Brockhagen Lester Adams	James DeBall George Davis (sp)	J. F. Schurch B. Marcom (cm)	J. Frank Keeley J. Clement (n) R. L. Gunther (cl)	
	Call & Post (e) 112,184	.25	.20	(I) (AP,INS) (mer) (†) (J) (E) (114-95-146)	Charles Summers Young	Fremont Older E. T. Gleeson	John Bruce T. E. Frayne (sp) E. B. Block (news)	F. Steenrod (bm) S. F. Gingold (cm)	W. R. Penney R. L. Litchfield (n) M. W. Burgess (cl)	F. L. Stenrod Henry Mathey (j)
	Chronicle (m) 95,528 Sunday edition (S) 162,176	.25 .30	.22 .25	(R) (AP,CT) (*3) (†) (J) (E) (166-13)	George T. Cameron	George T. Cameron W. H. B. Fowler Karl M. Anderson, Managing News Ed.	C. M. Coleman Harry B. Smith (sp) J. Tufts (Su)	W. H. B. Fowler L. E. Haas (bm) G. A. Fisher (cm)	J. H. Libbey C. F. King (n) H. J. Harrison (cl)	Mark A. Wayman C. E. Gilroy (j)

(*Continued on page 26*)

The San Francisco Chronicle

in 1928

GAINED

in FINANCIAL advertising

140,588 lines

in CLASSIFIED advertising

303,268 lines

THE CHRONICLE led all San Francisco newspapers in the following classes of *quality* advertising as shown by the figures below:

	CHRONICLE Lines	**Second Newspaper Lines*
Automobiles	1,015,000	986,202
Financial	1,105,776	645,946
Publications	116,774	48,510
Resorts	132,846	62,524
Travel	401,100	382,102

*Excluding American Weekly

THE CHRONICLE'S average net paid circulation, as shown by its A. B. C. statement for the six months ended September 30th, 1928, was

98,528 Daily 162,176 Sunday

National Advertising Representatives

WILLIAMS, LAWRENCE & CRESMER CO.

285 Madison Avenue
New York

360 North Michigan Avenue
Chicago

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

CALIFORNIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
	Examiner (m) 189,132 Sunday edition (S) 365,009	.39 .70	....	(I) (AP,INS,US) (mer) (†) (29-60-75)	George Hearst	James R. Nourse	William Wren Al. T. Baum (sp) Edward Clark (Su)	Homer Guck A. E. Crawford (cm)	L. C. Boone R. W. Madison (n) C. A. Sternberger (cl)	C. J. McDermott
	News (e) 83,956	.20	.15	(I) (UP) (mer) (†) (E) (143)		W. N. Burkhardt A. C. Bartlett	Reed Hayes Tom Laird (sp)	W. Abbey (asst. bm) J. V. Bentham (cm)	E. J. Gaines E. H. Smith (n) A. Mortimer (cl)	Arthur Pitts
SAN JOSE 45,500	Mercury-Herald (m) 18,793 Sunday edition (S) 19,542	.075 .075	....	(I-R) (AP) (E) (93-112)	J. O. Hayes E. A. Hayes	Merle H. Gray (ms)	J. R. Brokenshire Eugene Vinassa (sp)	W. P. Lyon (bm) E. L. Simpkins (cm)	Frank L. Baker	
	News (e) 9,342	.04	.032	(I-R) (AP,UP) (†) (J) (E) (126-128)	G. Logan Payne	G. Logan Payne Jack Wright	Donald Gledhill Stanley Waldorf (sp)	G. Logan Payne Joseph Luczak (bm) Fred Scheidle (cm)	Fayette Billmeyer Kenneth Stacy (n) Gordon Anderson (cl)	Al Davis F. E. Baker (j)
SAN LUIS OBIS-PO 10,800	Telegram (e) 3,619 Tribune (m) 796 Total Daily (me) 4,415 Sunday edition (S) 796	.... .045 .045	.... .035 .035	(I) (UP) (†) (J) (61)	Telegram-Tribune Co.	Murphy McHenry Frank H. Gehring	Fred Elliott (sp)	E. C. Rodgers O. Van Austen (bm) Al Dawson (cm)	Ralph Shelton O. E. Van Austen (n) H. Richards (cl)	George Murphy
SAN MATEO 16,240	Times & News-Leader (e) 4,277	.04	.03	(R) (UP) (J) (112)	Horace W. Amphlett	Horace W. Amphlett J. P. McGorley	Hugo DeGroot T. P. McGilligan (sp)	H. W. Amphlett J. A. McDonnell (cm)	John Siemons H. W. Amphlett (n) Alice Newhall (cl)	A. J. Mackey G. C. Elwood (j)
SAN PEDRO 45,000	News-Pilot (e) 8,464	.06	....	(I) (AP,UP) (J) (112)	San Pedro P. & P. Co.	Clark F. Waite	Lowell Jessen T. R. Evans (sp)	Clark F. Waite J. A. Waite (bm) P. M. Knox (cm)	E. A. Powell Claire Sebering (cl)	J. A. Waite
SAN RAFAEL 8,800	Independent (e) 3,070	.03	.03	(R) (UP) (†) (J) (112)	Harry Lutgens	Harry Lutgens	Ralph Cole Harold Heroux (sp)	Harry Lutgens (bm) Gerald Drew (cm)	Holgate Thomas	Gordon Dixon
SANTA ANA 35,000	Register (e) 10,950x	.06	....	(I) (UP) (161-67)	J. Frank Burke	J. Frank Burke M. Burke King	Mason Yould Eddie West (sp)	J. Frank Burke Loyal K. King (bm) R. Conklin (cm)	C. J. Snyder H. Alford (cl)	William Lawrence
	Times (e) 4,115	.04	.035	(R) (AP) (†) (112)	M. C. Maloney	C. F. Skirvin	E. Merle Hussong Alfred Ault (sp)	Dan E. Maloney W. McKay (cir. dir.) Harold Law (cm)	E. L. Elfstrom T. F. McDonour (n) J. F. Roberts (cl)	V. C. Manning
SANTA BARBARA 32,500	News (e) 7,130x	.045	....	(I-D) (AP) (J) (†) (110-149-67)	T. M. Storke	T. M. Storke L. C. Simpson	Ray Simpson (sp)	J. V. McClatchy (bm) J. F. Haring (cm)	B. D. Lane S. L. Barnes (cl)	J. C. Harper W. D. Cogan (j)
	Press (m) 5,743x Sunday edition (S) 5,987x	.045 .045	....	(R) (AP,UP) (112)	R. G. Fernald	G. A. Martin	M. Selover H. A. King (sp)	Eliot Rogers (bm) A. Cohen (cm)	Eliot Rogers E. Coulson	G. Ewald
SANTA CRUZ 17,467	News (e) 2,580	.03	....	(I-R) (AP) (J) (112)	H. R. Judah	E. J. Devlin		H. R. Judah Virgil V. Way (cm)		
	Sentinel (m) 2,581 Sunday edition (S) 2,580	.03 .03	.022 .022	(R) (AP,UP) (†) (J) (67)	F. D. McPherson	F. D. McPherson	D. R. Kiff C. B. Bradley (sp)	F. D. McPherson R. Breland (cm)	W. E. Davis L. A. Thatcher (n)	F. R. Brentlinger E. W. Fields (j)
SANTA MARIA 6,500	Times (e) 1,525	.025	.025	(R) (UP) (†) (J) (112)	O. M. Cannon	O. M. Cannon	Ralph Dillon	J. H. Bowles N. L. Klink (cm)	F. H. Gettys	J. L. Corey
SANTA MONICA 45,000	Outlook (e) 10,440 Sunday edition (S) 13,416	.06 .075	....	(I) (AP,UP,CP) (J) (E)	Santa Monica Pub. Co.	Robt. P. Holliday Leslie E. Sterrs	Robert E. Hutton Roger Greene (sp)	R. P. Holliday A. K. Whyte (bm) Einar Linden (cm)	Vernon P. Benawa	Stanley Wills Frank Calfee (j)
SANTA PAULA 7,800	Chronicle (e) 1,879	.025	.025	(R) (UP) (J) (112)	Leo A. Smith	Leo A. Smith	Maxwell Thayer	Leo A. Smith F. A. Henry (cm)	Leo A. Smith	C. O. Main
SANTA ROSA 14,500	Press-Democrat (m) ..... Republican (e) ..... Total Daily (me) 12,467 Sunday edition (S) 9,251	.... .065 .065	.... .055 .055	(I) (AP) (†) (J) (67) (R) (UP) (†) (J) (67)	E. L. Finley	E. L. Finley (M) M. R. Pardee (E)	J. I. Mayar (M) H. Grandon (M) (sp) V. Silvershield (E) W. Jewett (E) (sp)	Carl R. Lehman (bm) McBride Smith (cm)	Paul M. Johnson Carl R. Lehman (n) Stanley Stewart (cl)	Grant L. Kellogg
STOCKTON 51,000	Independent (m) 9,308 Sunday edition (S) 9,308	.045 .045	.036 .036	(I) (AP) (†) (112)	Independent Pub. Co.	W. A. Fitzgerald	M. R. Fitzgerald Cliff Frisbie (sp)	George E. McLeod A. E. Storm (cm)	C. M. Adriance A. M. Erle (n) C. C. Evans (cl)	
	Record (e) 19,671	.075	....	(I) (AP,UP) (†) (166-67)	Record Pub. Co.	Irving Martin R. A. Rea	Phil Beaton John Perl (sp) Betty Berkeley (Su)	Irving Martin H. Berkeley (bm) L. Hildebrand (cm)	L. V. Peterson N. S. Mahney (n) C. Diffenderfer (cl)	J. E. Malley
TAFT 5,500	Midway Driller (e) 3,300	.03	.03	(I) (AP) (†) (none)	A. M. Keene	A. M. Keene E. W. Callander	E. W. Callander Walter M. Keene (sp)	A. M. Keene J. Peterson (bm) Hilda M. Echols (cm)	H. G. Arndt	J. Pound
TULARE 6,000	Advance-Register (e) 2,569	.03	....	(I) (UP) (†) (J) (112)	Tulare Pub. Co.	Patterson D. Nowell	P. M. Whiteside	P. D. Nowell R x Young (cm)	E. H. Hendrick, Jr.	
TURLOCK 5,400	Journal (e) 2,711	.03	....	(I) (UP) (J) (112)	Mrs. Josie Goodwin	Mrs. Josie Goodwin				
VALLEJO 27,000	Chronicle (e) 1,500	.025	....	(R) (J) (INS) (67)	R. D. Pennycook	Orvin Gaston				
	News (e) 1,284	.018	....	(R) (J) (none)	Henry F. Stahl	George Roe				
	Times-Herald (m) ..... Sunday edition (S)	.025 .025	....	(I) (UP) (J) (67)	Luther E. Gibson	Luther E. Gibson				
VENICE 17,500	Vanguard (e) 2,662	.04	.03	(R) (AP) (112)	Venice Pub. Co.	Fred S. Walburn	Emerson Gage (sp)	W. L. Taylor William Hunt (cm)	Eugene Freeman	
VENTURA 27,500	Ventura County Star (e) 3,627x	.04	.03	(I) (UP) (†) (112)	Ventura County Star, Inc.	Roy Pinkerton Jack Elwanger	George Jordan (sp)	Martin Jensen (bm) H. E. Mulford (cm)	Martin Jensen	H. E. Robinson, Jr.
	Free Press (e) 4,567	.04	.02	(I-R) (AP) (J) (110-149-67)	Free Press Co.	Oscar T. Conklin	Martin Brackwill	Oscar T. Conklin J. Fulkerson, Jr. (cm)	Oscar T. Conklin	A. L. Wheedon (j)
VISALIA 8,000	Times-Delta (e) 3,446	.035	.036	(I) (UP) (†) (J) (112)	Visalia Pub. Co.	Floyd Byrnes M. M. Maddox	Howard G. Bicker	M. M. Maddox A. J. Jones (cm)	Floyd Byrnes M. M. Maddox (n) Leta Medlin (cl)	John Ward Henry Simerly

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

CALIFORNIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
WATSONVILLE 9,000	Pajaronian (e) 2,151	.02	.025	(R) (UP,INS) (J) (112)	James G. Piratsky George G. Radcliff	James G. Piratsky	Ralph Salazar Leslie Lovett (sp)	J. G. Piratsky G. A. Smith (bm) N. T. Lamson (cm)	E. W. Smutz	Ben Gutierrez George A. Smith (j)
	Register (m) 1,972 Sunday edition (S) 2,018	.03 .03	.025 .025	(R) (AP) (J) (67)	F. W. Atkinson	F. W. Atkinson	R. A. Wilson C. R. Fye (sp)	F. W. Atkinson A. Zweigart (cm)	D. F. Forster	F. W. Pikes Clarence Bailey (j)
WHITTIER 17,593	News (e) 3,404	.04	....	(R (UP) (none)	Jno. F. D. Aué	R. B. Kennedy		Jno. F. D. Aué J. C. Davis (cm)	William Cathriner	
WILLOWS 4,131	Journal (e) 1,321	.025	....	(I) (UP) (J) (151)	Schorn & Steele	Schorn & Steele	A. T. Steele	C. O. McDonnell (bm)	C. O. McDonnell	R. W. Crawford
WILMINGTON 10,000	Journal (e) 3,134	.035	....	(I) (J) (UP) (none)	R. F. Bowers	R. F. Bowers				
WOODLAND 7,200	Democrat (e) 1,509x	.036	.018	(D) (UP) (J) (151)	Leake Pub. Co., Inc.	Paul R. Leake	G. L. Meier Wm. Hamilton (sp)	Paul L. Leake N. M. Lamb (bm) Ed. I. Leake (cm)	Paul R. Leake	M. H. Orser J. G. Heyder (j)
	Mail of Woodland (m) 1,107x Sunday edition (S) 1,112x	.036 .036	....	(R) (AP) (J) (none)	Eugene C. Stowe	Eugene C. Stowe		L. E. Fairlee (cm)		
YREKA 3,280	Siskiyou News (m) 2,023 Sunday edition (S) 2,023	.025 .025	....	(I-R) (AP) (J) (112)	H. G. Moody	H. G. Moody	Murray Hannon	H. G. Moody Jesse Anderson (cm)	Jesse Anderson H. Souza (n)	E. Dillstrom

COLORADO

City Population	Name of Newspaper Circulation	Nat.	Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALAMOSA 5,000	Courier (e) (new daily)	.02	.02	(R) (AP) (J) (48)	O. E. Meyer	O. E. Meyer		O. E. Meyer		Louis C. Meyer
BOULDER 13,500	Camera (e) 2,400	.018	....	(D) (AP) (J) (none)	Boulder Pub. Co.	L. C. Paddock		A. A. Paddock (cm)	Hiram Fullen	
	News-Herald (e) 2,490	.021	....	(R) (J) (none)	Union Pub. Co.	A. A. Parkhurst				
CANON CITY 3,500	American (e) 1,250	.02	.05	(I) (AP) (J) (none)	G. C. Stearns	G. C. Stearns	Irene Bohl	G. C. Stearns Lorene Smoot (cm)	G. C. Stearns	W. B. Howell
	Record (e) 2,050	.02	.02	(R) (UP) (J) (none)	Guy U. Hardy	W. W. Emmerson J. Leo Sterling	Lucile Norton Bryon Hummell (sp)	L. Leo Sterling J. H. Putney (cm)	Max Hardy Ruth Walters (cl)	William T. Johnson
COLORADO SPR'GS. 42,920	Gazette (m) 5,602	....	....	(AP) (UP,INS) (83)	Gazette & Telegraph Co.	C. C. Hamlin T. E. Nowles T. W. Ross (news-dir.) F. R. Wadell	G. B. Sampson (e) J. F. Lawson (m)	T. E. Nowles R. E. Mohler (cm)	H. H. Garnett A. M. Barr	Frank Foster
	Telegraph (e) 7,609	....	....							
	Combined daily (me) 13,211	.08	....							
	Sunday edition (S) 12,235	.08	....							
CRIPPLE CREEK 2,325	Times-Record (m)	.018	....	(I) (d) (156-3)	Times Co.	W. A. Kyner				
	Sunday edition (S)	.018	....							
DENVER 294,200	Post (e) 163,833x	.30	....	(I) (AP,UP,INS,US,CP,CT, CDN,NYT) (*Su) (†)						
	Sunday edition (S 281,160x	.23	....	(E) (96)	F. G. Bonfils	F. G. Bonfils W. C. Shepard	John B. Day Otto Fiste (sp) Karl Lee (Su)	F. W. Bonfils (bm) C. C. Goodsen (State cm) L. Levand (City-cm)	Frank I. Carruthers E. F. Wilkerson (n) Paul Jenkins (cl)	O. M. Ethell
	Rocky Mt. News (m) 41,617x	.16	....	(I) (UP,AP) (*Su) (†)						
	Sunday edition (S) 101,798x	.23	....	(E) (143)	Denver Pub. Co.	Edward T. Leech E. C. Day	John Lewis V. D. Grieve (sp) Frank C. Farley (Su)	J. L. Cauthorn (bm) F. A. Anderson (cm)	M. F. Riblett C. P. Harvey (n) H. E. Walker (cl)	
DURANGO 6,250	Herald-Democrat (e) 3,347	.03	.02	(I) (AP,UP) (J) (30-67)	Herald Pub. Co.	J. H. McDevitt	Myron Bates	W. F. McDevitt W. F. Sanders (cm)	W. F. McDevitt	T. B. Mahan J. C. Young (j)
FLORENCE 3,250	Citizen (e) 885	.014	.014	(I) (UP) (J) (none)	Citizen Pub. Co. Smith & Meek	Lynn Smith		Lynn Smith (bm) Irvine Meek (cm)	Irvine Meek	Irvine Meek
FORT COLLINS 14,000	Express-Courier (e) 4,595 Sunday edition (S) 4,595	.035 .035	.025	(I-R (AP) (†) (J) (131)	Express-Courier Pub. Co.	Alfred G. Hill, Pres. E. A. Hancock	James R. Miller	Oscar B. Seyster (bm)	Frank Coffel Ormond P. Hill (n) G. Robbins (cl)	T. L. Hopgood Otto Unfug (j)
FORT MORGAN 5,000	Times (e) 2,025	.03	.025	(R) (AP) (J) (48)	R. B. Spencer	R. B. Spencer	Ralph E. Johnston	R. B. Spencer	Paul D. Clark	P. P. Whipple
GRAND JUNCTION 13,000	Sentinel (e) 4,585 Sunday edition (S) 4,644	.03 .03	.03	(D) (AP) (J) (none)	Walter Walker	Walter Walker	Frank H. Reede Noland Norgard (sp) Walter Walker (Su)	Walter Walker W. A. Williamson (bm) J. H. Dodson (cm)	W. A. Williamson	F. H. Heisington P. M. Peterson (j)
GREELEY 14,000	Tribune-Republican (m) 2,312	....	....	(I-R) (AP) (J) (none)	Tribune-Republican Pub. Co.	F. E. Merrill Charles Hansen	F. E. Merrill Chas. Mulford (sp)	Chas. Hansen J. V. Bunker (bm) Mrs. E. E. Lewis (cm)	F. P. Matthews Geo. Bowman (n) Mildred Shields (cl)	I. L. Page
	Tribune-Republican (e) 3,091	....	....							
	Combined daily (me) 5,403	.04	.03							
LA JUNTA 8,439	Democrat (e) 1,200	.021	....	(D) (AP) (J) (none)	Democrat Pub. Co.	J. P. Pearce		J. P. Pearce (bm)		Irving B. Johnson
LAMAR 4,000	News (e) 2,166	.03	.018	(I) (UP) (J) (131)	Fred M. Betz	Fred M. Betz	John P. Smith R. W. Dryden (sp)	Fred M. Betz E. O. Florence (city-cm)	R. W. Dryden (local) E. O. Russell (n) R. W. Dryden (cl)	M. C. Stevens Thos. R. Parr (j)
LEADVILLE 6,000	Herald-Democrat (m) 3,221	.025	.025	(R) (AP) (J) (10)	Leadville Ptg. & Pub. Co.	H. C. Butler	C. K. Skinner	P. E. Vaughn (bm)		L. A. Shepherd (j)
LONGMONT 7,250	Call (e) 1,650	.022	....	(R) (AP) (J) (none)	Jean W. Johnson	George W. Johnson	Jean W. Johnson	G. W. Johnson Ralph Hogan (cm)	Grace Arfsten	L. H. Johnson
	Times (e) 1,630	.021	....	(I-D) (UP) (J) (none)	Ray Lanyon					
LOVELAND 6,812	Reporter-Herald (e) 1,958	.025	.02	(I) (UP) (J) (48)	Ball & Etter	R. J. Ball	Dean Kirby	Robert L. Etter Jr. R. J. Ball (bm) Mary Beckwith (cm)	Robert L. Etter, Jr. R. J. Ball (cl)	George Daniels
MONTROSE 4,000	Press (e) 3,163	.03	.03	(R) (UP) (J) (48)	C. E. Adams	C. E. Adams	W. F. Wilcox Albert B. Wood (sp)	C. E. Adams W. L. Sanders (cm)	Albert B. Wood	E. L. Milner
PUEBLO 44,200	Chieftain (m) 10,384	.04	....	(I) (AP,UP) (mer) (†)		Howard M. Miller Geo. H. Sweeney	P. M. Kelly Geo. Newton (sp) H. M. Miller (Su)	Geo. H. Sweeney G. G. Withers (bm) R. Stokley (cm)	Ray W. Crockett	V. S. Martin
	Sunday edition (S) 11,985	.05	....	(115-154a) Geo. H. Sweeney						
	Star-Journal (e) 11,266	.05	.05	(I) (AP,UP,INS) (mer) (†)			Aubrey Kelf Ed. Oranum (sp) Chester Letts (Su)	Frank S. Hoag M. Townsend (bm) D. F. Steele (cm)	W. K. Chick M. D. Townsend (n) Fred Jones (cl)	Lee Bowman
	Sunday edition (S) 11,695	.05	....	(105) Frank S. Hoag		J. R. Shea Frank S. Hoag				
STERLING 8,500	Advocate (e) 4,692	.04	.04	(R) (UP) (J) (83)	Advocate Pub. Co.	A. M. Biggerstaff J. J. Woodring	L. O. Stansbury	J. J. Woodring S. Lea Davis (cm)	L. R. Pfeiderer J. J. Woodring (n) Mabel Reinhardt (cl)	C. E. Hayne O. F. Pierson (j)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

COLORADO (Cont'd)

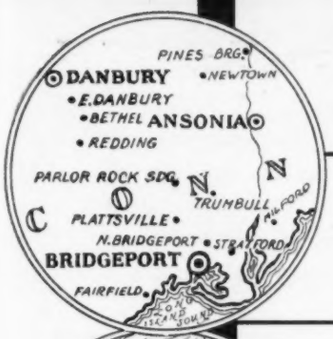
City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
TELLURIDE 1,200	Journal (e) 685	.025	.025	(I) (UP) (J) (48)	Journal Ptg. Co.	Emson Wood		Emson Wood		Emson Wood (j)
TRINIDAD 15,000	Chronicle News (e) 5,093 Sunday edition (S) 5,093 Herald (e) New daily	.04 .04 .025	....	(AP,UP) (J) (156) (30)	Chronicle News Pub. Co.	F. R. Winsor	John O'Conner	R. E. McClung C. V. Eales (cm)	J. G. Wheeler	H. A. Morgan

CONNECTICUT

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANSONIA 19,034	Sentinel (e) 7,240	.04	....	(I) (AP) (J) (83)	Emerson Bros.	E. G. Hiel J. R. Emerson		H. F. Emerson (bm) L. I. Desaulniers (cm)		
BRIDGEPORT 175,000	Herald (S) 50,286	.12	.06	(I) (UP) (t) (130)	Estate of F. R. Swift	Richard Howell A. S. O'Brien	William Becker M. Townsend (sp)	Richard Howell W. G. Davis (bm) E. F. Reilly (cm)	Steven L. Oswald L. Christiansen (cl)	Albert Cleland
	Telegram (m) 15,638 Post (e) 30,678 Combined daily (me) 46,316 Sunday edition (S) 23,697 Times-Star (e) 19,433	.... .15 .10 .07	.... .128 .10 .055	(I) (AP,INS,US) (mer) (†) (61) (I) (AP,UP) (133)	Post Publishing Co. Times-Star Co.	George C. Waldo J. L. McGovern	John Hurley J. O'Brien (sp)	Edward Flicker (gm) C. T. Oppel (cm) H. D. Bradley (gm) S. M. Greer (cm)	H. Pitt R. F. Kiehl (n) Earl Osterbouth (cl) W. J. Montague F. P. Buckley (n) A. H. Todd (cl)	Geo. Bonnell (j) Wm. Jephcote
BRISTOL 26,820	Press (e) 4,848	.025	....	(IR) (AP) (J) (68)	Press Pub. Co.	Wallace H. Miller Arthur S. Barnes	Thomas A. Tracy	A. S. Barnes F. K. Swales (cm)		
DANBURY 26,167	News (e) 7,074	.026	.026	(I) (AP) (none)	News Publishing Co.	F. B. Dalton		F. B. Dalton		
	Times (e) 6,587	.025	.021	(I) (UP) (68)	Geo. B. Clark	Lynn W. Wilson (me)	Curtis A. Wilson Cecil Bridge (sp)	Geo. B. Clark (bm)	Chas. F. Stevens	
HARTFORD 175,000	Courant (m) 38,867x Sunday edition (S) 59,507x Times (e) 56,729x	.10 .15 .15	.07 .10 .10	(R) (AP) (*Su.) (mer) (†) (61) (I-D) (AP,UP,CP) (†) (E) (105)	Henry H. Conland Hartford Times, Inc.	M. S. Sherman Geo. B. Armstead C. L. Sherman W. E. Duffy	J. Reitemeyer A. W. Keane (sp) R. P. Rose (Su) Albert I. Prince A. B. McGinley (sp)	H. H. Conland P. F. Viets (cm) John F. Rolfe F. S. Murphy (bm) N. C. Johnson (cm)	Jos. W. Thurston Jos. Murray (cl) F. C. Johnson	Emil Linke
MANCHESTER 22,875	Herald (e) 4,555	.03	....	(R) (INS) (68)	Herald Ptg. Co., Inc.			R. H. Ferguson (bm) R. E. Carney (cm)		
MERIDEN 37,100	Journal (e) 8,223	.035	.035	(I) (AP) (107)	F. E. Sands	F. E. Sands Walter Allen	James H. Moran Phil Doherty (sp)	C. H. Tryon (bm) T. J. Moroney (cm)	S. H. Wendover C. H. Tryon (n) H. A. Kinkade (cl)	E. Woollen
	Record (m) 8,614	.035	.035	(I-R) (AP) (61)	E. E. Smith	T. H. Warnock J. L. Hull	Hugh Lee H. Kuchinske (sp)	W. C. Smith (bm) A. E. Owens (cm)	Wayne C. Smith Warren Hunt (cl)	Chris. Glassnap
MIDDLETOWN 25,000	Press (e) 8,556x	.03	....	(I) (INS) (107)	Press Pub. Co.	Fred N. Smith	Fred N. Smith	E. S. Hubbell (bm)	Nelson Demers	Burr E. Stevens
NAUGATUCK 18,500	News (e) 4,711	.03	.018	(I) (INS) (J) (68)	News Co., Inc.	Charles J. Baxter E. J. Ahern	William Baxter J. J. Daly (sp)	E. J. Ahern P. Buckmiller (cm)	J. F. Smith M. T. Ahern (cl)	John S. Barry
NEW BRITAIN 75,000	Herald (e) 14,059x	.065	.05	(I) (AP,UP) (116-4)	Herald Pub. Co.	Johnstone Vance	A. E. McEvoy G. P. Cream (sp)	T. F. Jackson (bm) E. R. Griswold (cm)	M. J. Smith L. R. Bolger (cl)	
	Record (e) 13,066	.04	.03	(R) (INS,US) (*) (J) (68)	Record Co.	H. A. Trimbrell J. L. Doyle	C. W. Smedley Joe Sexton (sp)	J. W. Lockett (bm) H. J. Hennessy (cm)	G. J. Lawler J. W. Lockett (n) C. F. Robinson (cl)	J. A. Kinkade
NEW HAVEN 187,900	Journal-Courier (m) 21,574	.08	.06	(I) (AP) (107)	Everett B. Harvey	Col. N. G. Osborn A. J. Sloane	Thomas F. King Karl J. Dalquist (sp)	E. B. Harvey E. B. Harvey (bm) Arthur Ericson (bm) J. L. Connelly (cm)	M. H. Wren E. B. Harvey (n) M. H. Wren (n) John Yaeger (cl)	
	Register (e) 52,214 (S) 52,214	.15 .15	....	(I) (AP) (107)	John Day Jackson	John Day Jackson Roger A. Connolly	S. J. Carroll D. F. Mulvey (sp) Raymond Loring (Su)	H. B. Kennedy W. B. Mills (cm)	G. R. Gould R. H. Watts (n) L. B. Robinson (cl)	Walter F. Walsh
	Times-Union (e) (†)	.07	.07	(I) (INS,UP) (†) (10)	Wm. A. Hendrick	C. W. Pickett A. D. Toobey	Avery D. Toobey Robert C. Wilson (sp)	Wm. A. Hendrick James R. Lyon (bm) M. M. Hendrick (cm)	J. R. Lyon Wm. A. Hendrick (n) K. Breman (cl)	Edward P. Skinner
NEW LONDON 32,110	Day (e) 13,228x	.045	.045	(I-R) (AP) (61)	Theodore Bodenwein	Willard Cooper H. E. Lee	Alfred Ligourie John DeGange (sp)	Orvin G. Andrews	Philip B. Grove	
NORWALK 32,000	Hour (e) 6,951	.045	.045	(I) (INS) (44)	Hour Pub. Co.	Edwin J. Thomas Sidney Bedient		Edwin J. Thomas A. H. Backus (cm)	Charles E. Kellogg	
NORWICH 30,000	Bulletin (m) 13,520 Bulletin (e) 3,613 Combined daily (me) 17,133	.... .07	....	(R) (AP) (J) (none)	Bulletin Co.					
SOUTH NORWALK 37,000	Sentinel (e) 5,538	.035	.03	(I-R) (UP) (†) (107)	Sentinel Pub. Co.	Leigh Danenberg LeRoy Downs	Carlton Hill L. Harris (sp)	W. P. Milligan E. P. Black (cm)	Elton S. Snell Meta Taylor (n) Helen Merritt (cl)	A. Audino
STAMFORD 55,000	Advocate (e) 11,540	.05	.036	(R) (INS) (J) (107)	Gillespie Bros., Inc.	R. H. Gillespie Paul Lockwood	M. T. Kane T. C. Dodd (sp)	R. H. Gillespie H. C. McKeon (cm)	E. L. Witham M. B. Noggle (cl)	S. W. Gillespie
TORRINGTON 30,000	Register (e) 6,564	.03	.026	(I-R) (AP) (J) (107)	Torrington Ptg. Co.	G. W. Peterson J. H. Thompson	H. W. Knickerbocker W. Gisselbrecht (sp-m) Matthew Beary (Tel)	G. W. Peterson J. W. Peterson (cm)	J. W. Peterson Annie Bilodeau (n) M. B. Jewiss (cl)	John E. Potter Charles Swenson (j)
WALLINGFORD 15,000	Times (e) 1,567	.025	.025	(I) (UP) (J) (130)	C. B. Clyma	C. B. Clyma	Earl Braniff M. Conway (sp)	C. B. Clyma E. R. Clyma (bm) Earl Morse (cm)	L. J. Maloney	J. C. Ellis
WATERBURY 120,000	Democrat (e) 11,302	.04	.055	(ID- (UP-INS) (J) (107)	E. Vincent Maloney	E. V. Maloney E. C. Erk	Martin Scully Clarence Cassin (sp)	J. A. Hayden (bm) P. B. Lynch (cm)	John A. Hayden Henry Dowling (n) L. Kenny (cl)	Henry White
	Republican (m) 12,481 American (e) 12,242 Combined daily (me) 24,723 Sunday edition (S) 17,475	.... .08 .08	.... .07	(I-R) (AP,UP) (*Su.) (†) (E) (61)	William J. Pape	E. R. Stevenson G. V. Carruth (me-m) R. C. Getsinger (me-e)	G. E. Clapp (m) R. J. Fanning (e) W. P. O'Donnell (sp-m) J. C. Keefe (sp-e) William Vosburg (Su)	J. H. Darcey (bm) C. W. Sheffield (cm)	R. M. Hennick E. J. Frey (n) G. W. Grady (cl)	Eric Pape
WILLIMANTIC 14,796	Chronicle (e) 3,250	.02	.02	(I) (INS) (J) (107)	Chronicle Pub. Co.	John Keefe R. W. Downer John Keefe (me)	R. W. Downer	H. W. Bullard	H. W. Bullard Hazel Jones (cl)	John R. Pickett
WINSTED 8,248	Citizen (e) 2,287	.02	.011	(I) (INS) (J) (116-15)	Citizen Ptg. Co.	T. A. Haggerty L. T. Stone	T. A. Haggerty	L. T. Stone	L. T. Stone	J. Dwyer W. Simmers (j)

(*Continued on page 30*)

4 Good Reasons why BRIDGEPORT is a National Market



1 - *Concentrated Population*

266,000 consumers live within Bridgeport's 13 mile trading radius, who do all their shopping in Bridgeport's retail stores.

2 - *Diversified Industries*

500 leading industries produce over 5000 different products and give permanent employment to over 53,000 skilled wage earners; the largest number of any city in Connecticut.

3 - *Constant and Steady Buying Power*

Due to the diversification of Bridgeport's industries, slack times and unemployment is a rarity. The high incomes and buying power is always steady and constant.

4 - *Dominated by the* POST-TELEGRAM

The Post Telegram has sufficient circulation to cover every English reading home in Bridgeport and over 90% of all the English reading homes in the Bridgeport trading territory. One appropriation—one medium—and one coverage enables you to reach a concentrated buying power of prosperous families in one of the most productive markets in the New England States.

BRIDGEPORT POST-TELEGRAM

DAILY 46,316 **SUNDAY 23,697**

National Advertising Representatives

GILMAN, NICOLL & RUTHMAN

New York Boston Chicago San Francisco

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

DELAWARE

City / Population	Name of Newspaper / Circulation	Minimum Adv. Line Rate: Nat.	Minimum Adv. Line Rate: Local	Key See note on Page 18	Publisher	Editor / Managing Editor	City Editor / Sports Editor / Sunday Editor	General Manager / Bus. Manager / Circulation Man.	Adv. Manager / Natl. Adv. Man. / Classified Man.	Mech. Supt. / Job Supt.
WILMINGTON 128,500	Every Evening (e) 17,553	.06	.05	(D) (AP) (19)	Wm. F. Metten	A. O. H. Grier Wm. J. Robertson (Exec. ed)	Harris Samonisky Jos. McLaughlin (sp)	Wm. F. Metten (bm) H. O. Kolmorgen (cm)	J. E. Blackson F. K. Roybold (n) J. J. Haggerty (cl)	Wm. F. Hanf
	Evening Journal (e) 24,367	.07	.06	(R) (AP) (150)	News-Journal Co	George Carter	Clement B. Hallam Benj. Greenstein (sp)	Clarence J. Pyle R. Sturman (cm)	L. M. Wickersham A. D. Davidson (n) Belle T. Brown (cl)	R. M. Megginson
	Morning News (m) 10,434	.05	.04	(R) (AP) (150)	News-Journal Co	Albert W. Cummins Chas. E. Gray	John A. Maus John A. Brady (sp)	Clarence J. Pyle R. Sturman (cm)	L. M. Wickersham A. D. Davidson (n) Belle T. Brown (cl)	R. M. Megginson
	News-Journal Combination (me) 34,801	.09	....							
	Sunday Star (S) 12,785	.06	.045	(I) (UP) (J) (79)	Joseph H. Martin	Joseph H. Martin	George Whitenack Alex. Abrahams (sp) Geo. Whitenack (Su)	Horace P. Warrington Ralph Davis (cm)	Horace Warrington N. L. Cochran (n) J. H. Martin, Jr. (cl)	Harvey Booker

DISTRICT OF COLUMBIA

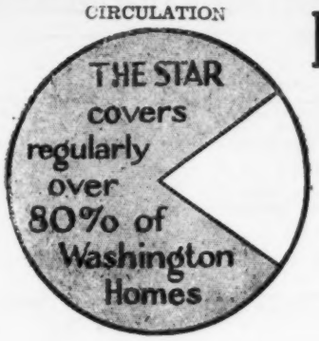
City / Population	Name of Newspaper / Circulation	Nat.	Local	Key	Publisher	Editor / Managing Editor	City Editor / Sports Editor / Sunday Editor	General Manager / Bus. Manager / Circulation Man.	Adv. Manager / Natl. Adv. Man. / Classified Man.	Mech. Supt. / Job Supt.
WASHINGTON 552,000	Herald (m) 51,861	.15	....	(US) (†) (E) (22)	John T. Cushing			Wm. C. Shelton (cm)		
	Sunday edition (S) 134,157	.28	....							
	News (e) 54,935	.20	....	(I) (UP) (E) (143)	Scripps-Howard Newspapers	Lowell Mellett Lee Miller	Ralph Palmer W. J. Thornton (sp)	Ralph H. Quinn (bm) Albert D. Wallace (cm)	E. J. Ellwanger (cl)	
	Post (m) 73,200	.21	.12	(I) (AP,UP,CT,NYW) (*Su) (mer) (†) (14)	Edward B. McLean	Edward B. McLean Norman W. Baxter	Aubrey E. Taylor Shirley Povich (sp) Nelson Bell (Su)	A. D. Marks (bm) W. D. Miller (cm)	S. S. Grogan H. J. Moehlman (cl)	
	Sunday edition (S) 81,327	.22	.12							
	Star (e) 99,559	.25	.16	(I) (AP,CP) (*Su) (mer) (†) (28-99)	Frank B. Noyes	Theodore W. Noyes Oliver Kuhn	Philip Kauffmann Denman Thompson (sp)	Fleming Newbold (bm) Galt Burns (cm)	Leroy W. Herron	Chas. H. Ruth
	Sunday edition (S) 105,604	.25	....							
	Times (e) 86,763	.20	.145	(I) (INS) (†) (E) (16-36)	John T. Cushing	Arthur Brisbane J. J. Fitzpatrick	D. E. O'Connell Kirk C. Miller (sp)	E. F. Jewell (bm) W. C. Shelton (cm)	R. E. Joyce (local) A. R. R. Onyun (n) H. D. Copp (cl)	
	United States Daily (m) 33,041	.25	....	(J) (135a-128a-10a)		David Lawrence (Pres.) Jay Jerome William (Pub.)	C. G. Marshall (news)	John E. Rice	Victor Whitlock	Martin A. Olmem

FLORIDA

City / Population	Name of Newspaper / Circulation	Nat.	Local	Key	Publisher	Editor / Managing Editor	City Editor / Sports Editor / Sunday Editor	General Manager / Bus. Manager / Circulation Man.	Adv. Manager / Natl. Adv. Man. / Classified Man.	Mech. Supt. / Job Supt.
BARTOW 7,500	Record (e) 1,546	.020	.020	(D) (AP) (J) (59)		Mrs. J. G. Gallemore J. T. Gallemore	Roy T. Gallemore	Wallace Stevens	Roy T. Gallemore Edith Hughes (cm)	Harry L. Brown F. A. Hammond M. C. Burkholder (j)
BRADENTON 12,000 (Summer) 15,000 (Winter)	Herald (e) 3,218	.03	.029	(D) (AP) (J) (17)	R. W. Page Corp W. E. Page, Pres	Glenn Ramsey	Lester Finney J. B. Cheshire (sp)	A. H. Chapman P. M. Derrick (bm) H. T. Cooper (cm)	P. M. Derrick B. L. Hudgins (cl)	C. A. Brash J. A. Terrell (j)
	Sunday edition (S) 3,218	.04	....							
CLEARWATER 8,500 (Summer) 25,000 (Winter)	Sun & Herald (e) 2,134x	.035	.03	(D) (AP) (59)	Victor H. Morgan	Victor H. Morgan Henry G. Frampton	N. F. Lavigne	Victor H. Morgan J. A. Scarlett (bm) W. P. Harris (cm)	Victor H. Morgan J. A. Scarlett (n)	Roy S. Watts
	Sunday edition (S) 2,816x	.035	.03							
DAYTONA BEACH 22,500 (Summer) 25,000 (Winter)	News-Journal (e) 4,857	.055	.047	(I) (AP,INS) (59)	News-Journal Corp	H. M. Davidson Wm. D. Murray (me)	F. N. Lewis (sp)	Julius Davidson John Watkins (cm)	W. E. Burkley Julius Davidson	Howard Cornell
	Sunday edition (S) 4,879	.06	....							
	Times (m) 3,212	.04	.04	(D) (UP) (J) (156)	H. C. Sparkman	H. C. Sparkman Frank Pericola	Frank Pericola Jack Troy (sp)	H. C. Sparkman Maurice J. Seed (bm) O. Schindler (cm)	Maurice J. Seed	A. J. Abel (j)
	Sunday edition (S) 3,212	.04	.04							
DE LAND 12,000 (Summer) 13,400 (Winter)	News (e) 4,009	.03	.03	(D) (INS J) (59)	News Pub. Co	C. C. Codrington	Arnold A. Mowbray John Davis (sp)	C. C. Codrington Ed Richardson (bm) M. O. Watts (cm)	A. B. Codrington W. A. Keirns (cl)	J. M. Connell F. C. Dean (j)
FORT LAUDERDALE 13,063 (Summer) 16,133 (Winter)	News (e) 4,600	.04	.036	(D) (AP) (†) (J) (59)	Thomas N. Stilwell	John D. Sherwin	Arthur Griffith August Burghard (sp)	John D. Sherwin Frank Cook (bm) H. D. Groves (cm)	Frank Cook Lydian Tyler (cl)	Floyd Pyles J. West (j)
FORT MYERS 18,000 (Summer) 20,000 (Winter)	Press (e) 4,695	.03	.025	(I-D) (AP) (J) (59)	G. E. Hosmer	G. E. Hosmer	C. D. Geddes	G. E. Hosmer Wm. Chandler (cm)	T. B. Copeland	J. S. Keating F. E. Johnson (j)
	Tropical News (m) 5,127	.04	.034	(I) (AP) (†) (44)	Harrison Fuller	Carl Hanton	Charles A. Kline	Carl Hanton John M. Trolan (bm) J. W. Ansley (cm)	J. A. Ansley J. K. Woolslair (cl)	H. L. Leyland
FORT PIERCE 5,000	News-Tribune (e) 1,650	.035	....	(D) (AP) (J) (116-4)		Jos. Hill	Jos. Hill Elmer Cox (sp)	Meryle Rigden (cm)	George Gartner	F. M. Cooper O. K. Williams (j)
GAINESVILLE 13,034	News (e) 2,300	.025	....	(D) (INS) (J) (116-4)	Elmer W. McCreary	Elmer W. McCreary				
	Sun (m) 3,326	.03	....	(D) (AP) (J) (59)	Pepper Ptg. Co	W. M. Pepper, Jr. (me)	D. J. Mason (sp) C. E. White (Su)	W. P. Arnold (bm) L. M. Shannon (cm)	R. Miller W. P. Arnold (n) L. M. Shannon (cl)	J. E. Clements G. W. Welch (j)
	Sunday edition (S) 3,326	.035	....							
JACKSONVILLE 140,000 (Summer) 147,000 (Winter)	Journal (e) 30,959	.10	.09	(D) (AP) (E) (83)	John H. Perry	G. V. Sanders Paul Webb	Harold Cohn Walter Lynch (sp)	W. C. Tunks Fred Grim (cm)	John Othen George A. Riley (n) Clarence Yeager (cl)	Robert Dow
	Florida Times-Union (m) 49,560	.13	....	(I) (AP,NYW) (†) (E) (133)	Florida Pub. Co	W. M. Ball P. M. Ball	C. J. Carmichael Sam Butz (sp)	W. A. Elliott (bm) F. L. Hafer (cm)	J. M. Elliott M. Y. Hood (cl)	W. H. Burtis
	Sunday edition (S) 60,513	.16	....							
KEY WEST 11,750 (Summer) 13,700 (Winter)	Citizen (e) 2,374	.03	....	(D) (AP) (J) (none)	L. P. Artman	T. J. Bryson L. P. Artman	J. W. Cargyle John Jenks (sp)	L. P. Artman T. E. Milmore (bm) G. Sweeting (cm)	R. H. Marden	C. F. Curry T. Payne (j)
LAKELAND 18,000 (Summer) 24,360 (Winter)	Ledger & Star-Telegram (e) 6,613	.05	.05	(D) (AP) (20)	Ledger Pub. Co	S. H. Farabee Edwin P. Thomas	G. F. Cochran	Bryan Mack (bm) A. D. Potter (cm)	D. M. Murphy Edythe B. Racx (n) V. W. Roberts (cl)	A. J. Trueblood
	Sunday edition (S) 7,038	.05	.05							
LAKE WORTH 10,500	Leader (e)	.04	....	(D) (INS) (J) (44)	W. M. Stafford	W. M. Stafford				
LEESBURG 4,700 (Summer) 4,900 (Winter)	Commercial (m) 2,549	.035	.025	(D) (AP) (J) (110-149)	Leesburg Pub. Co	Gilbert D. Leach W. B. MacMahon	J. Dan MacMahon	Gilbert D. Leach Otto Axline (cm)	William N. Space Hattie V. Miller (n) C. A. Ainsworth (cl)	C. B. Duffy E. B. Peacock (j)
	Sunday edition (S) 2,549	.035	.025							
MIAMI 196,700 (Summer) 250,000 (Winter)	Herald (m) 33,921	.11	.11	(I-D) (AP,UP,US) (E) (105-91)	Frank B. Shutts	Frank B. Stoneman Ellis Hollums	John D. Pennekamp Jack Ball John Clark, Jr. (su)	Geo. V. Harper (bm) J. L. Barksdale, Jr. (cm)	Charles S. Bates N. N. Senger (n) C. A. Sargent (cl)	W. B. Sandlin
	Sunday edition (S) 34,853	.12	.12							
	News (e) 29,327	.11	.11	(D) (AP,UP,INS,CP) (E) (88-73)	James M. Cox	Merton M. Milford Hal Leyshon	Truman G. Felt Ralph Perry (sp)	Ross A. Reeder, V. P. J. S. Wachtel (cm)	H. W. Blinn J. M. Boxall (cl)	T. J. Whitley
	Sunday edition (S) 25,088	.11	.11							
NEW SMYRNA 7,980 (Summer) 10,000 (Winter)	News (e) 2,100	.03	.03	(D) (AP) (J) (59)	News Co., Inc	H. L. Reed	Gladys Wilkinson	B. T. Reed (bm) N. C. Hinkley (cm)	H. L. Reed	G. O. Gunthorp
OCALA 8,354	Star (e) 1,700	.025	....	(D) (AP) (J) (59)	Star Pub. Co., Inc	Robt. N. Dosh				

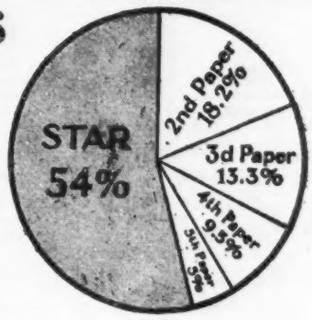
(Continued on page 32)

CIRCULATION



Reading Advertisements in Washington, D. C.

ADVERTISING



A group of Washington merchants recently completed an investigation regarding the reading of advertisements in Washington homes.

THE RESULT WAS AS FOLLOWS:

(Recapitulation of 2,818 Questionnaires)

DAILY PAPERS

Questions answered	2,620
Star read by	2,106
Post read by	1,072
Times read by	619
Herald read by	410
News read by	489
2,620 homes take	4,696 daily papers

SUNDAY PAPERS

Questions answered	2,476
Star read by	1,981
Post read by	978
Times-Herald read by	548
2,476 homes take	3,507 Sunday papers

The merchants of Washington by their own investigation find that The Star is read regularly every evening and Sunday morning in practically 80% of a cross section of Washington homes. Out of 2,106 homes where The Evening Star was read, 935 read no other Washington daily and out of 1,981 homes where The Sunday Star was read 1,089 read no other Washington Sunday newspaper.

The National Capital is a highly concentrated market, larger than any one of eleven States and thoroughly covered by one newspaper at a minimum cost.

ADVERTISING LINEAGE RECORD

January 1, 1928, to September 30, 1928

Annual figures not yet available

Audited by a Newspaper Advertising Statistics Bureau of New York

	STAR Evening and Sunday.	POST Morning and Sunday.	TIMES Evening Only.	HERALD Morning and Sunday.	NEWS Evening Only.
Automobiles	809,737	570,844	294,216	190,969	
Automobile Accessories	447,585	195,398	268,783	187,899	
Beverages	24,220	9,644	22,965	4,030	
Department Stores	4,992,926	824,061	654,252	209,354	
Men's Clothing	545,873	348,329	200,842	75,868	
Women's Wear	1,230,903	215,260	157,422	*34,914*	
Electrical Appliances	229,837	176,737	131,341	140,313	
Financial and Banks	485,041	442,455	97,353	156,453	
Food and Groceries	1,211,264	270,062	377,186	32,033	
Furniture	1,625,952	445,674	234,875	145,450	
Hotels and Resorts	132,929	105,184	53,004	81,664	
Insurance	25,963	22,696	1,408	462	
Jewelry and Silverware	242,637	88,391	43,816	35,056	
Legal and Public Notices	27,902	16,317	6,483	8,069	
Drug Stores	349,828	59,884	140,942	51,221	
Musical Instruments	125,631	64,783	28,584	54,494	
Medicines	397,306	103,089	265,329	107,393	
Radio	92,636	23,450	39,263	64,471	
Real Estate	672,699	288,787	75,520	104,026	
Railroads and Steamships	216,972	182,466	67,175	63,668	
Shoes	379,799	151,967	53,729	21,862	
Tobacco	269,249	101,666	155,562	51,261	
Miscellaneous	1,389,583	783,436	662,793	644,774	
Total Display Advertising	15,926,472	5,490,580	4,032,843	2,465,709	
Local Display Advertising	12,832,057	4,089,129	2,762,298	1,848,395	
National Display	3,094,415	1,401,451	1,270,545	617,314	
Classified Advertising	3,228,714	977,651	670,842	931,985	
Total	19.155,186	6,468,231	4,703,685	3,397,694	1,757,249
Percentage	54%	18.2%	13.3%	9.5%	5%

The Washington Daily News figures not available except as to total, 1,757,249.
The Herald figures do not include advertising in American Weekly and comic, 597,072.

The Star stands fourth in volume of advertising of all the newspapers in the United States and has the largest and most intelligent audience of any newspaper in any city of the United States comparable to Washington.

This position is largely due to the confidence of The Star's readers in everything that appears in its columns. For years all advertising has been strictly censored and all fraudulent and deceptive advertising eliminated.

New York Office:
DAN A. CARROLL
110 E. 42nd Street

The Evening Star

With Sunday Morning Edition

WASHINGTON, D. C.

Member of The Associated Press

Chicago Office:
J. E. LUTZ
Tower Building

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

FLORIDA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ORLANDO	Reporter-Star									
35,560 (Summer)	(e) 6,297x	.06	.054	(I-D) (AP,UP,INS) (E) (19)	Reporter-Star Pub. Co., Inc.	John F. Schumann J. Clement Brossler	J. Clement Brossler	R. Bazils Brossler	W. R. Verigan Goode Bryan (cl)	
45,000 (Winter)	Sunday edition (S) 6,107x	.06	....							
	Sentinel (m) 6,452x	.06	.054	(D) (AP,INS) (59)	W. M. Glenn	W. M. Glenn M. J. Wade	C. E. Ward (sp)	W. M. Glenn Wm. Guismann (cm)	F. T. Hastings Laurence Wade (n) Geo. Newhart (cl)	Charles Woods
	Sunday edition (S) 6,490x	.06	....							
PALATKA	News									
10,000	(e) 3,626	.04	....	(I-D) (INS) (J) (59)	Palatka Pub. Co.	H. D. Harkreader				
PALM BEACH	News									
1,500 (Summer)	(m) 3,417	.107	....	(D) (UP) (J) (E) (62A-45)	Oscar G. Davies	Ruby Edna Pierce	Tom Penick	Ruby Edna Pierce Paul Schorers (cm)	Hilton Smith	George L. Burr, Jr.
7,000 (Winter)	Sunday edition (S) 3,417	.107	....							
	(Note—Published during season Dec. 15—March 31.)									
PENSACOLA	Journal									
42,000 (Summer)	(m) 8,373	....	....							
44,700 (Winter)	News (e) 7,305	....	....	(I) (AP) (†) (83)	John H. Perry	L. G. Swarts Don Hogan	M. B. Prout E. L. Pinney (sp) H. S. Wrenn (Su)	John H. Payne C. B. McAllister (cm)	John D. Thomas B. Peterson (n) J. Johnson (cl)	Henry Chairsell, Jr.
	Total daily (me) 15,678	.08	.06							
	Sunday edition (S) 10,894	.08	.06							
ST. AUGUSTINE	Record									
10,000 (Summer)	(e) 3,489	.04	.04	(D) (AP) (J) (59)	Record Co.	Herbert Felkel Nina S. Hawkins	Peter Stewart	Herbert Felkel G. H. McEwen (bm) R. D. Hill (cm)	K. W. Lunn	K. E. Farmer O. W. Rawlings (j)
18,000 (Winter)	Sunday edition (S) 3,489	.04	.04							
ST. PETERSBURG	Independent									
47,629 (Summer)	(e) 8,089	.065	.051	(I-D) (AP,UP) (†) (30)	Evening Independent, Inc.	Lew B. Brown A. R. Dunlap	P. C. Phillips G. C. Moshier (sp)	L. C. Brown A. M. Wing (bm) O. R. Richmond (cm)	R. D. Peterson E. S. Bennett (el)	J. H. Livingston
150,000 (Winter)										
	Times (m) 9,597	.065	....	(I-D) (AP,US) (†) (156)	Times Pub. Co.	W. L. Straub J. W. Falconnier		C. C. Carr F. R. French (bm) Max Ulrich (cm)	V. J. Obenauer E. O. Johns (n) J. W. Plaskett (el)	H. A. Orrell
	Sunday edition (S) 11,973	.075	....							
SANFORD	Herald									
10,000 (Summer)	(e) 2,289	.03	.03	(D) (INS) (59)	Herald Co.	R. L. Dean Earle E. Jones	W. Gordon Dean	R. H. Berg M. G. Lewis (cm)	M. G. Lewis	C. A. Haines
12,000 (Winter)										
SARASOTA	Herald									
5,000 (Summer)	(m) 1,276x	.03	.02	(I) AP) (156)	Herald Co.	George D. Lindsey John Kilgore	W. G. Collier William Cole (sp)	George D. Lindsay Rich. E. Lindsay (bm)	A. N. Malone Raymond Stevenson (n).	Charles Morgan
15,200 (Winter)	Sunday edition (S) 1,284x	.04	....							
	Times (e) 2,054	.03	....	(D) (AP) (J) (59)	L. D. Reagin	L. D. Reagin J. B. Riley		R. Paulk (bm) C. F. Armstrong (cm)	Chas. Bryant P. Roesch (n-el)	Geo. Rose J. R. Bass (j)
	Sunday edition (S) 2,133	.04	....							
STUART	News									
2,500 (Summer)	(e) 1,385	.035	.035	(I) (AP) (J) (116-4)	Daily News, Inc.	Edwin A. Menninger	Edwin A. Menninger	C. H. Rue (cm)	Edwin A. Menninger	W. G. Spence (j)
4,500 (Winter)										
TALLAHASSEE	Democrat									
12,500 (Summer)	(e) 1,900	.03	.02	(D) (INS) (J) (none)	Milton A. Smith	Milton A. Smith	Dewitt Lamb Victor Lamb (sp)	Milton A. Smith T. F. Newman (cm)	W. H. Cates	Stonewall Howard T. J. Eppes (j)
15,000 (Winter)										
	Florida State News (e) 1,996	.03	....	(D) (AP) (59)	C. W. Hunter	Byron McG. West				
	Sunday edition (S) 1,996	.03	....							
TAMPA	Times									
113,000 (Summer)	(e) 28,088	.10	.065	(I-D) (AP) (†) (E) (20)	Tampa Pub. Co.	D. B. McKay H. C. Slichter	J. R. Mickler V. R. Newton, Jr. (sp)	Charles G. Mullen Earl Mullen (bm) J. L. Brooks (cm)	O. A. Groff Earl Mullen (n) W. O. Wolfe (cl)	John Kaster
134,460 (Winter)										
	Tribune (m) 41,336	.11	.11	(D) (AP,US) (mer) (†) (J) (E) (10)	S. E. Thomason	E. D. Lambright E. W. Simpson	W. B. Abbott Marvin McCarthy (sp) M. L. Richardson (Su)	J. S. Mims Don R. Davis (cm)	S. L. Frisbie B. B. Jones (el)	Gathings Walker (j)
	Sunday edition (S) 49,079	.14	.14							
WEST PALM B'CH.	Post									
37,100 (Winter)	(m) 8,571	.07	.07	(D) (AP,UP,US) (†) (E) (10)	D. H. Conkling	D. H. Conkling Arnold Heidt	Arnold Heidt Alf. R. McMillan (sp)	W. A. Payne William Stowell (cm)	Nelson B. Jones R. Oscar Smith (cl)	John W. Ferguson
	Sunday edition (S) 8,904	.09	.09							
	Times (e) 5,861	.06	....	(I-D) (AP) (83)	Edward F. Stumpf	Vernon L. Smith J. E. Logsdon		Edward F. Stumpf E. C. McCormack (cm)	J. A. McNeil A. J. Robida (el)	W. S. Wilhite
WINTER HAVEN	Chief									
2,000	(e) 4,210	.035	.035	(I) (AP) (J) (59)	Chief Pub. Co.	M. M. Lee R. N. Haas	R. N. Haas	C. L. Lee Jack Igou (cm)	George R. Moon	F. A. Oven (j)

GEORGIA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBANY	Herald									
18,000	(e) 6,133	.04	.04	(D) (AP) (19)	Herald Pub. Co. Inc.	H. T. McIntosh W. M. Pryse	C. D. Tounsley H. G. Cooksey (sp)	J. A. Davis J. T. Lawrence (cm)	J. A. Davis K. M. Dickson (n)	W. A. Rachals
AMERICUS	Times-Recorder									
9,700	(e)	.03	....	(D) (59)	Lovelace Eve	Lovelace Eve				
ATHENS	Banner-Herald									
20,000	(e) 3,300	.035	....	(D) (AP,UP) (51-86)	E. B. Braswell			E. B. Braswell John B. Davis (cm)		
	Sunday edition (S) 3,259	.035	....							
ATLANTA	Constitution									
225,100	(m) 84,370	.16	.15	(D) (AP,UP,CT) (*Su) (†) (E) (150-35-13)	Constitution Pub. Co.	Clark Howell F. W. Clarke	N. S. Noble Dick Hawkins (sp) P. W. Hammond (Su)	Clark Howell Clark Howell, Jr. (bm) J. T. Toler (cm)	Herbert Porter J. R. Holliday (n) Howard Haire (el)	J. A. Hubbard
	Sunday edition (S) 123,457	.18	....							
	Georgian (e) 69,616	.15	.11	(I-D) (INS,US) (†) (E) (21-36)	Russel R. Whitman	James B. Nevin	Tom Arnold Leonard Roan (News) Ed. Danforth (sp) W. S. Kirkpatrick (Su)	J. G. Camp George B. Moffett (cm)	Robert H. Scott David Y. Knight (el)	
	Sunday American (S) 131,916	.15	....							
	Journal (e) 79,341	.16	.15	(D) (AP,UP,CF) (*Su) (†) (E) (17)	John Sanford Cohen	John Sanford Cohen John Paschall	Hunter Bell Morgan Blake (sp) O. B. Keeler (golf) Angus Perkerson (Su)	Charles D. Atkinson (bm) John Simmons (cm)	J. D. Jernigan (local) Chas. D. Atkinson (n) W. M. Cunningham (el)	
	Sunday edition (S) 135,180	.18	....							
AUGUSTA	Chronicle									
56,700	(m) 12,881	.045	.045	(D) (AP) (19)	Thomas J. Hamilton	Thomas J. Hamilton J. C. McAuliffe	John F. Battle Robt. L. M. Parks (sp)	Thos. N. Hardin (bm) L. W. Wells (cm)	L. R. Duvall	Thos. H. Atkinson
	Sunday edition (S) 12,840	.045	....							
	Herald (e) 14,631	.05	.045	(D) (AP) (†) (51)	Bowdre Phinizy	Bowdre Phinizy Milwee Owens	J. Raiford Watkins J. H. Samuels (sp) W. A. Lufburrow (Su)	Jas. C. Harrison J. O. Jones (cm)	B. B. Boeckman Jas. C. Harrison (n) H. J. Shearer (el)	G. A. Huntington
	Sunday edition (S) 15,197	.05	....							
BRUNSWICK	News									
21,000	(e) 4,450	.04	....	(D) (AP) (30)	C. H. Leavy	C. H. Leavy	L. J. Leavy, Jr.	C. H. Leavy A. C. Wood, Jr. (cm)	Kenneth Bell	S. B. Broand
COLUMBUS	Ledger									
46,000	(e) 12,748	.06	.05	(D) (AP) (†) (E) (17)	R. W. Page Corp.	R. M. Page F. G. Storey	H. L. Watkins E. R. Reid (sp) R. M. Page (Su)	J. E. Page F. G. Storey (bm) O. L. Randall (cm)	F. C. Bunting J. E. Page (n) W. T. McClunkey (el)	W. A. Barr
	Sunday edition (S) 13,096	.08	....							
	Enquirer-Sun (m) 6,725	.04	.04	(I-D) (AP) (10)	Julian Harris			Julian Harris R. A. McCombs (cm)		
	Sunday edition (S) 6,794	.04	....							

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

GEORGIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CORDELE	Dispatch									
8,000	(e) 1,980	.021	....	(I) (AP) (J) (none)	Dispatch Ptg. Co.	Charles E. Braw		Charles E. Braw H. C. Harris (cm)	Charles E. Braw	L. T. Proctor (J)
	Sunday edition									
	(S) 1,980	.021	....							
DUBLIN	Courier-Herald									
9,095	(e)	.025	....	(D) (AP) (J) (none)	Courier-Herald Pub. Co.	Frank Lawson				
GRIFFIN	News									
15,098	(e) 3,048	.025	.025	(D) (AP) (†) (30)	Quimby Melton	Quimby Melton W. F. Melton	E. B. Rogers Paul Ellis (sp)	Quimby Melton Roy Emmet (bm) Paul Ellis (cm)	Roy Emmet L. H. Brewer (cl)	Tom Maher
LA GRANGE	Reporter									
24,000	(e) 4,512	.025	.021	(D) (AP) (J) (59)	Edmund Walker (Pres.)	W. W. Ellison	W. W. Ellison	W. H. Gibbon H. Foster (cm)	R. C. Ford	B. Harvell
	Sunday edition									
	(S) 4,512	.025	....							
MACON	News									
61,200	(e) 16,903	.06	.045	(D) (AP) (INS) (10)	R. L. McKenney	R. L. McKenney R. L. Clifton	Pat Richards Milton K. Wallace (sp)	R. R. Wallis Dan Hill, Jr. (cm)	J. C. Haire R. R. Wallis (n) W. H. Clifton (cl)	John F. Laney
	Sunday edition									
	(S) 16,720	.06	....							
	Telegraph									
	(m) 30,127	.09	.06	(D) (AP) (†) (17)	W. T. Anderson	W. T. Anderson Mark F. Ethridge	G. W. Griffin W. H. Brumbach (sp) Edwin Tribble (Su)	P. T. Anderson (bm) J. T. Webb, Jr. (cm)	Roy I. Neal P. T. Anderson, Jr. (n) W. Curtis DeLamer (cl)	P. T. Anderson, Jr.
	Sunday edition									
	(S) 30,540	.09	....							
MOULTRIE	Observer									
8,978	(e) 2,384	...	....	(D) (AP) (J)	Observer Pub. Co.	C. B. Allen Grady Allen	Grady Allen J. P. Allen (sp)	C. B. Allen A. N. Davis (cm)	Grady Allen	
ROME	News-Tribune									
20,000	(e) 5,017	.035	....	(I-D) (AP,INS) (59)	B. H. Mooney	T. B. Goodwin W. A. Patton	Son Maxwell (sp)	T. E. Edwards Lois Noles (cm)	C. B. Wright Colvin Maxwell (cl)	L. T. Westcott
	Sunday edition									
	(S) 5,135	.035	....							
SAVANNAH	News									
85,000	(m) 23,762	...	....							
	Sunday edition									
	(S) 23,766	...	....							
	Press									
	(e) 18,570	.05	.05	(D) (AP) (20)	Press Pub. Co.	Pleasant A. Stovall William G. Sutlive	John Sutlive F. Basil Abrams (sp)	B. C. Mason T. S. Whitfield (bm) E. P. Applegate (cm)	T. S. Whitfield	
THOMASVILLE	Times-Enterprise									
12,000	(e) 2,000	.02	.02	(D) (AP) (J) (none)	Times-Enterprise Co., Inc.	E. R. Jerger	R. G. Mays (sp)	W. D. Hargrave (bm)		
TIFTON	Gazette									
3,600	(e) 1,213	.018	.018	(D) (AP) (J) (none)	Gazette Pub. Co.	Jno. G. Herring	Robt. S. Herring N. P. Herring (sp)	N. E. Herring (bm) N. P. Herring (cm)	G. N. Herring	Wm. Bradford F. N. Goggans (J)
VALDOSTA	Times									
17,500	(e) 5,010	.04	....	(D) (UP,AP,INS) (J) (none)	Edmund Walker	Edmund Smith, Jr. C. R. Hawk	C. R. Hawk	Edmund Walker C. H. Foster (cm)	B. L. Wood	Ben Dameron Eckhart (J)
	Sunday edition									
	(S) 5,010	.04	....							
WAYCROSS	Journal-Herald									
20,670	(e) 3,525	.03	.03	(D) (AP) (J) (none)	Jack Williams	Jack Williams H. A. Stallings	Liston D. Elkins Walter E. Campbell (sp)	Jack Williams J. MacJennings (Cm)	June J. Ellis Louise Breen (n) Kenneth Jones (cl)	W. L. Barber C. H. Brightman (J)
	Sunday edition									
	(S) 3,525	.03	.03							

HAWAII

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
HILO	Tribune-Herald									
12,000	(e) 1,889	.03	.035	(R) (AP) (J) (1-13)	Hilo Tribune-Herald, Ltd.	Earl M. Welty	R. Kenneth Crist Norris James (sp)	Frank J. Cody	William E. Rose	Frank Soares (J)
	Sunday edition									
	(S) 1,889	.03	....							
HONOLULU	Advertiser									
	(m) 10,489	.08	.05	(I-R) (UP) (†) (J) (E) (83)	Advertiser Pub. Co., Ltd.	Ray S. Coll	A. A. Green William Peet (sp)	Charles Crane (bm) P. O. Sullivan (cm)	Fred Green R. S. Thurston (n) Bob Seal (cl)	G. L. Samson Allan McGowan (J)
	Sunday edition									
	(S) 15,935	.09	.064							
	Hochi Sha (Jap. & Eng.)									
	(e) 12,565	....	....		Hawaii Hochi Sha	S. Terasaki (me)		Fred K. Makino	R. Masuda	
	Sunday edition									
	(S) 12,565	....	....							
	Star-Bulletin									
	(e) 18,437	.08	.071	(I-R) (AP) (mer) (†) (J) (E) (1-13)		R. H. Allen Jos. R. Farrington	Vern Hinkley Don Watson (sp)	Riley H. Allen (bm) W. B. Taylor (cm)	A. M. Barman Mrs. F. King Watts (n)	Benj. Stearns

IDAHO

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BLACKFOOT	Bulletin									
5,200	(e) 1,030	.021	....	(R) (AP) (J) (t) (30)	Idaho Republican Co.	John L. Brady Byrd Trego				
	News									
	(e) (new daily)	.025	.02	(R) (J) (none)	R. N. Ludi	B. G. Boone				R. N. Ludi
BOISE	Capital News									
29,955	(e) 9,832	.05	....	(R) (UP) (J) (61)	H. A. Lawson			H. A. Lawson (bm) R. L. Wheeler (cm)		
	Sunday edition									
	(S) 10,644	.05	....							
	Idaho Statesman									
	(m) 15,613	.06	....	(R) (AP,US) (J) (E) (115-13)	Miss Margaret Cobb	Irving W. Hart	A. N. Jones H. H. Miller (sp)	J. C. Adams Elmer E. Walden (cm)	John G. Dunham A. S. Parker (n) Chas. T. Glenn (cl)	W. J. A. McVety R. Cunningham (J)
	Sunday edition									
	(S) 15,807	.06	....							
COEUR D'ALENE	Press									
10,315	(e)	.021	....	(AP) (J)	C. R. Scott					
IDAHO FALLS	Post									
11,000	(e) 5,375	.04	....	(I-R) (AP) (J) (131-67)	Post Co.	E. P. McDermott	Brice Worley	Fred K. Finlayson Frank Stone (cm)	Fred K. Finlayson	Perry Mortz J. L. Fisk (J)
	Sunday edition									
	(S) 5,375	.04	....							
KELLOGG	News									
4,025	(e) 1,000	.029	....							
LEWISTON	Tribune									
12,500	(m) 5,100	.03	.03	(I-D) (AP) (J) (30)	Tribune Pub. Co.	A. L. Alford	B. F. Savage H. A. Lyons (sp) A. L. Alford (Su)	E. L. Alford T. J. Campbell (bm) H. W. Hamblin (cm)	O. E. Crumpacker G. F. Mitchell (cl)	E. R. Flickinger
	Sunday edition									
	(S) 5,300	.03	....							
MOSCOW	Star-Mirror									
5,600	(e) 1,650	.021	.014	(I) (AP) (†) (J) (none)	Moscow Pub. Co.	L. A. Boas		George Lamphere Alvin Hoffman (cm)	John Montgomery Hazel Borgan (cl)	E. Brownlow
NAMPA	Free Press									
10,000	(m)	.03	....							
	Sunday edition									
	(S)	.03	....							
POCATELLO	Idaho State Journal									
21,000	(m) 3,925	.04	.036	(D) (AP) (J) (112)	I. H. Masters	E. T. Spencer	Morey Sanderson (sp)	I. H. Masters	G. J. Badertscher	Fred Liston (J)
	Tribune									
	(e) 5,628	.04	.025	(R) (AP) (J) (131)	Wm. Wallin	Chas. G. Sumner	G. Nicholas E. F. Stites (sp)	Wm. Wallin E. R. Cornwell (bm) E. E. Huffman (cm)	George D. Roberts Bert Stoker (cl)	Chas. Lamereaux T. C. Brantley (J)
	Sunday edition									
	(S) 6,672	.04	....							
TWIN FALLS	News									
12,500	(m) 4,271	.04	.04	(I-R) (AP) (†) (J) (131-67)	Roy A. Read	Roy A. Read John C. Harvey	John C. Harvey J. L. Hodgin (sp)	Roy A. Read M. E. Tucker (bm)	Paul Cowgill M. E. Tucker (cl)	E. F. Asbury
	Sunday edition									
	(S) 4,422	.04	....							
	Times									
	(e) 3,131	.03	.025	(I) (UP) (†) (J) (151)	Times Pub. Co.	J. S. Harvey	Parker Brannin Bert Eustis (sp)	Leo D. Drake Algot Westergren (cm)	Frank Kleffner	Ray Sluyter Geo. O. Carlson (J)
WALLACE	Press-Times									
3,650	(e) 2,009	.03	....	(I) (AP) (J) (44)	Press-Times Pub. Co.	Jack E. Coulter	Jack E. Coulter H. C. Cleavinger (sp)	J. E. Coulter H. W. Volkman (cm)	D. C. Hally F. N. Shreve (cl)	Leroy G. Pierce (J)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ILLINOIS

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALTON 32,000	Telegraph (e) 11,008	.055	....	(R) (AP) (82)	Telegraph Ptg. Co.	Paul B. Comley	Joseph Dromgoole Wilford Queen (sp)	J. D. McAdams H. L. Belle (cm)	J. D. McAdams Edna M. Bauer (cl)	W. H. Murphy
AURORA 47,100	Beacon-News (e) 19,998 Sunday edition (S) 20,334	.07 .07	....	(I-R) (AP,INS) (112)	A. M. Snook	A. M. Snook		A. M. Snook M.M.Dieterich (bm) C. D. Chaffee (cm)	J. K. Groom (n)	
BEARDSTOWN 7,111	Illinoian-Star (e)	.021	....	(I) (J) (UP) (none)	Schaeffer Pub. Co.	L. G. Schaeffer				
BELLEVILLE 28,500	Advocate (e) 7,174	.035	.035	(R) (AP) (82)	Advocate Ptg. Co.	F. E. Evans	L. E. Spainhower Irvin Baechle (sp)	F. E. Evans W. W. Evans (bm) H. W. Wagoner (cm)	W. W. Evans C. J. Keller (cl)	Charles Lenz
	News-Democrat (e) 10,782	.025	....	(D) (INS) (J) (2)	Fred J. Kern	Fred J. Kern	Joseph W. Adam Milton Linder (sp)	Fred J. Kern H. B. Schrodi (bm)	E. A. Schrodi	Robert L. Kern
BELVIDERE 8,700	Republican (e) 3,420	.021	....	(R) (INS) (J) (none)	Frank T. Moran & Co.	Frank T. Moran F. A. Cooklin	Frank W. Loomis L.T.McCleneghan (cm)	Joe E. Tabor E. J. Bahr (cm)	Guerdon Laing E. J. Bahr (cl)	Herman Klein M. J. Askin (j)
BENTON 10,500	News (e) 4,356	.03	.02	(R) (INS) (J) (58)	Evening News Co.	M. C. Page	M. C. Page	F. Brownlee (cm)	F. D. Whittington	Dan H. Ross
BLOOMINGTON 35,720	Pantagraph (e) 22,875 Saturday A.M. (Sat.) 22,334 Sunday edition (S) 15,011	.09 .09 .09	....	(I) (AP,UP,CP) (mer) (†) (51)	Daily Pantagraph, Inc.	J. L. Hasbrouck C. W. Orcutt (me)	A. E. Davis Fred H. Young (sp)	Davis Merwin J. M. McMurry (bm) S.T.Macdonald (cm)	Perry J. LaBounty H. L. Richards (cl)	William R. Holt
CAIRO 18,700	Citizen (e) 5,047x	.045	.03	(I) (AP) (82)	John C. Fisher.	John C. Fisher W. W. Blons	Holly Ulsh G. B. Curry (sp)	John C. Fisher Selden Fisher (cm)	H. L. Arbogast Selden Fisher (n) B. V. Brown (cl)	H. M. Hill
CANTON 11,045	Ledger (e) 5,723	.04	.036	(I-R) (AP) (J) (2)	Ledger Co.	A. C. Baker	A. C. Baker G. Van Gundy (sp)	C. E. Warwick (bm) Miss Dora Zink (cm)	M. J. Miller C. E. Warwick (n) Pearl Cooper (cl)	L. L. Conrad
CARBONDALE 8,773	Free Press (e) 1,956	.02	....	(R) (AP) (J) (116-4)	Davis & McGuire	James F. McGuire		Robert W. Davis		
CARLINVILLE 5,775	Enquirer (e) 575	.011	....	(D) (UP) (J) (none)	C. J. Lumpkin	C. J. Lumpkin				
CENTRALIA 15,200	Sentinel (e) 6,442	.035	....	(I) (AP) (J) (none)	Verne Joy	Verne Joy J. A. Morrison	Harold Gerlach	Verne Joy H. B. Mapes (bm) C. B. Harvey (cm)	H. B. Mapes Verne Joy (n)	O. B. Correll Robert Panzau (j)
CHAMPAIGN-URBANA 38,150	News-Gazette (e) 14,013x Sunday edition (S) 13,971x	.06 .06	....	(I-R) (AP,INS,UP) (1)	D. W. Stevick	D. W. Stevick M. W. Hoot	Gerald Miller Eddie Jacquin (sp)	E. C. Bleau John E. Wingle (cm)	E. C. Bleau	J. A. Bartley
CHARLESTON 9,001	Courier (e) 2,947	.029	.022	(I-D) (INS) (J) (58)	Benjamin Weir		Arthur Lynch			Loat Lankford
	News (m)	.025	....	(I-D) (UP) (none)	C. S. Bardin	C. S. Bardin				
CHICAGO 3,157,400	Abendpost (German) (e) 47,344 Sontagspost (S) 37,598	.15 .15	....	(I) (AP,UP) (none)	Abendpost Co.	Paul F. Mueller	H. V. Metzler P. Kammerling (Su)	F. J. Otte (bm) Charles Walz (cm)	L. H. Lange	Frank Mason
	American (e) 538,797	.75	.55	(I) (INS) (†) (E) (16-36)	Herman Black	James P. Bicket	Harry Read E. J. Geiger (sp)	William Holmes (bm) W. J. Parker (cm)	Wm. N. McNamee Oscar E. Schenk (cl)	Maurice Hesse
	Drovers Journal (e) 40,565	.15	.15	(I) (UP) (110a-36a)	Drovers Journal Pub. Co.	Ward A. Neff C. E. Snyder L. E. Trueger (me)		Ward A. Neff W.E.Hutchinson (bm) John G. Earhart (cm)	F. C. Palmer	R. B. Singer S. L. Hettich (j)
	Forward (Jewish) (m) 39,383 Sunday edition (S) 40,918	.16 .16	.11 .11	(I) (*S) (†) (none)	Forward Assn.	A. Cahan Jacob Siegal	Jacob Siegal M. Seskind (sp) D. Kaplan (Su)	B. C. Vladeck V. I. Levinson (bm) M. Blumin (cm)	S. Turovlin J. Diamond (cl)	M. Kazdin
	Herald & Examiner (m 423,623 Sunday edition (S) 1,077,589	.55 1.10	.37 .55	(I) (AP,INS,US) (mer) (†) (E) (38-104-75)	M. G. Meigs	C. S. Stanton (me)	R. C. Cornell W. W. Brown (sp) L. R. Murdock (Su)	Guy Viskniskki J. M. Schmid (cm)	Hays McFarland C. L. Perkins (cl) Terry McGilveran (n)	Maurice Hesse
	Journal (e) 70,382	.22	.18	(I-D) (AP) (†) (E) (96)	S. E. Thomason	S. E. Thomason R. J. Finnegan	W. W. Major Joe Foley (sp)	Raymond Hahne (bm) J. F. Shanahan (cm)	Arthur Myhrum	
	Journal of Commerce (m) 21,249	.23	....	(I) (none)	Journal of Commerce Pub. Co.	Glenn Griswold		John D. Ames E. A. Buffern (bm) T. A. Snyder (cm)	Frederick West	
	News (e) 413,187	.70	.55	(I) (AP,CP) (*Sat) (†) (mer) (E) (168-169-92)	Walter A. Strong	Charles H. Dennis Henry J. Smith B. H. Beitler (news) F. A. Chappell (asst. ed)	John Craig David Rotroff (sp)	J. N. Shroyer (bm) J. N. Eisenlord (cm)	L. M. Barton H. G. Schuster (n) Charles Winters (cl)	Oliver Butts
	Post (e) 38,782	.12	.12	(I-R) (AP) (E) (85)	John C. Shaffer	John C. Schaffer Charles A. Segner	W. A. Washburne Howard Mann (sp)	Carroll Shaffer F. R. Hussey (bm) H. N. Van Dusen (cm)	Frank R. Hussey	
	Tribune (m) 809,165 Sunday edition (S) 1,105,840	1.10 1.50	.72 1.05	(I-R) (AP,UP,NYT-LT,CT) (*S) (mer) (†) (J) (E) (26-13)	Tribune Co.	Col. R. R. McCormick E. S. Beck	Robert M. Lee Don Maxwell (sp) John Alcock (Su)	W.E.Macfarlane (bm) L. H. Rose (cm)	W. E. Donahue C. S. Benham (n) A. H. Koehler (cl)	John W. Park
	Zgoda (Polish) (e) 37,917x	.16	....	(R) ("Pat") (J) (91a)	Polish National Alliance	S. Zakilkiewicz (me)	S. Zakilkiewicz (me) M. W. Majchrowicz (sp)	J. M. Slenkiwicz (bm-cm)	P. M. Kaycki (n-cl)	J. Lopatowski (j)
CLINTON 7,864	Journal-Public (m) 1,786 Sunday edition (S) 1,786	.032 .032	....	(I) (J) (INS,UP) (30)	B. F. Peltz	B. C. Peltz				
DANVILLE 38,800	Commercial-News (e) 27,426 Sunday edition (S) 27,324	.085 .085	.076 .076	(I) (AP) (132-126-128)	Commercial News Co.	John H. Harrison Clyde C. Gibson	J. P. McKenna Robert Polsall (sp)	W. J. Parrett E. C. Hewes (cm)	A. E. Price W. J. Parrett (n) L. G. Schultz (cl)	John Cope
DECATUR 57,100	Herald (m) 24,461	....	....							
	Herald (e) 3,071	....	....							
	Total Daily (me) 27,532 Sunday edition (S) 27,205	.07 .07	.06 .06	(I-R) (AP,UP) (†) (51)	Herald Co.	W. P. Hardy	P. D. Baird Bob Sink (sp)	F. M. Lindsay P. H. Wire (bm) H. C. Parrish (cm)	A. F. Wilson R. S. White (n) N. Gherette (cl)	R. A. Stewart
	Review (e) 26,549 Sunday edition (S) 25,269	.07 .07	....	(I) (AP) (†) (E) (35)	Review Pub. Co.	H. C. Schaub George W. Barrett	R. A. Barracks H. V. Millard (sp)	H. C. Schaub F. W. Schaub (bm) J. G. Whittle (cm)	R. C. Whitsitt Dean Turley (n) J. B. Birks (cl)	H. W. Peyer
DE KALB 11,897	Chronicle (e) 3,864	.025	.025	(R) (UP) (none)	Chronicle Pub. Co.	F. W. Greenaway	Emil A. Anderson Edward Raymond (sp)	E. J. Raymond (bm) Roy Highfield (cm)	G. E. Dellinger	Harvey Robinson
	Independent (e)	.014	....	(I) (d) (3)						
DIXON 12,000	Telegraph (e) 5,147	.04	....	(R) (AP) (J) (2)	M. S. Shaw	George B. Shaw	Earl Holdridge Elmer Fullmer (sp)	M. S. Shaw Robert Fulton (cm)	William Fulton	Frederick Ball Robert Shaw (j)
DU QUOIN 8,000	Call (e) 1,400	.02	.02	(I) (INS) (J) (none)	A. W. Eudick	A. W. Eudick	L. B. Shelby	A. W. Eudick	L. B. Shelby A. W. Eudick (n) Jennie Sneed (cl)	S. D. Bestand (j)

(*Continued on page 36*)

Central Illinois Depends First Upon The Pantagraph for the Development of Community Enterprise

For Example

Community Service Award

For 1928 a committee of 52 officials and civic leaders has voted the Second Annual Daily Pantagraph Community Service Award to the person having contributed most of unselfish personal effort in the interest of the community.

Children's Christmas Jubilee

Furnishing Christmas cheer and entertainment to 5,000 grade school children.

Central Illinois Spelling Bee and Dictionary Contest

Grade and high school children of nine counties compete preliminary to the state contest.

Cooking School and Home Economics

Thousands of city and farm women look to this annual event for instruction in every phase of modern home-making, in addition to the monthly meetings of the Housekeepers' Forum.

Prize Quilt Contest

The 1927 and 1928 contests each attracted over 5,000 women to inspect the product of hundreds of skilled needlewomen.

Community Carol Sing and Christmas Home Decoration

Thousands of men, women and children gather in the uptown business section on Christmas Eve and lend their voices to songs that have come down through the ages. The home decoration contest results in a city-wide effort to promote the spirit of Christmas.

Read by the Average Central Illinois Family For 17½ Years

These constructive services are being repaid by the good-will and confidence of over 24,000 families—over a hundred American communities.

Representatives:
CHAS. H. EDDY COMPANY
NEW YORK CHICAGO BOSTON

The Daily Pantagraph
BLOOMINGTON, ILLINOIS

New Mechanical Requirements
Effective January 1, 1929
Column width, 2 inches. Each additional column, 2 1/6 inch; length of column, 21¼ inches. Width of type page, 18 1/6 inches.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ILLINOIS (Cont'd)

City / Population	Name of Newspaper / Circulation	Minimum Adv. Line Rate: Nat.	Minimum Adv. Line Rate: Local	Key See note on Page 18	Publisher	Editor / Managing Editor	City Editor / Sports Editor / Sunday Editor	General Manager / Bus. Manager / Circulation Man.	Adv. Manager / Natl. Adv. Man. / Classified Man.	Mech. Supt. / Job Supt.
EAST ST. LOUIS 74,000	Journal (e) 12,043	.06	....	(I) (J) (UP,US,INS) (82)	A. T. Spivey	A. T. Spivey Ray Loomis (me)	Earl Brady (sp)	Al Bowling Allen Harris (cm)	H. H. King J. H. Kennedy (n) Richard Drennan (cl)	Phil. Burris
	Sunday edition (S) 11,660	.06	....							
	Live Stock Reporter (e) 9,155	.06	....	(I) (UP) (110a-36a)	Reporter Pub. Co.	Edwin D. Smith		Ward A. Neff E. C. Rigden (bm)	L. C. Hughes	
EDWARDSVILLE 8,808	Intelligencer (e) 5,589	.035	.035	(R) (UP,INS) (J) (139)	Gilbert S. Giese	S. D. Mendenhall	H. C. Crocker	Gilbert S. Giese Joseph Volz (cm)	Harry F. Palmer	James Broderick
EFFINGHAM 4,024	Record (e)	.032	....	(none)	George M. Lecrone	George M. LeCrone				
EL DORADO 6,000	Journal (e) 1,616	.018	....	(R) (INS) (J) (none)	L. O. Trigg	L. O. Trigg			L. O. Trigg	Charles H. Wills K. R. Trigg (j)
ELGIN 36,000	Courier-News (e) 16,384	.06	.047	(R) (AP,UP) (112)	D. A. McKenzie	D. A. McKenzie John E. Thompson	John E. Thompson H. B. Spurrier (sp)	D. A. McKenzie Howard Jones (cm)	R. Eaton Fedou	Herbert Clark
EVANSTON 47,600	News-Index (e) 6,625	.05	.03	(R) (INS) (J) (96)	H. E. Sibley	J. C. Northup	D. D. Burchard Stuart Grant (sp)	H. E. Sibley L. D. Leavitt (bm)	H. E. Sibley R. Van Deusen (cl)	L. D. Leavitt (j)
FREEPORT 23,000	Journal-Standard (e) 9,905	.05	....	(I) (AP,UP) (J) (2)	Donald L. Breed	James R. Cowley	T. F. Lawless M. D. Grant (sp)	Donald L. Breed A. E. Wheeland (cm)	Karl Hepler D. L. Breed (n) R. Morrow (cl)	W. H. Kunz
GALENA 5,540	Gazette (e) 1,100	.018	....	(R) (AP) (J) (none)	Edward Grimm	Edward Grimm	E. B. Heron	Harriet J. Grimm (bm)	Harriet J. Grimm	J. H. Grimm
GALESBURG 30,087	Register-Mail (e) 19,158	.06	....	(R) (AP,UP) (†) (J) (2)	Omer N. Custer	Fred R. Jelliff W. W. Whipple	E. Dhalberg C. B. Burcky (sp)	Omer N. Custer T. M. Kearney (cm)	H. T. Custer F. S. Hinman (n) Hayes Tooker (cl)	H. Lowe Guy Cole (j)
HARRISBURG 14,200	Register (e) 4,648	.025	.021	(R) (UP) (J) (none)	Register Pub. Co.	Roy L. Seright	Curtis Small Mark Smith (Sp)	Curtis Small (bm) Arthur Debes (cm)	W. V. Rathbone M. E. Richardson (cl)	N. N. McKeel J. O. Wells (j)
HERRIN 14,100	Journal (e) 2,475	.025	.021	(I) (INS) (J) (82)	D. C. Grear	D. C. Grear	James Baillie, Jr. J. Venegoni (sp)	C. W. Lintner (bm) C. E. Tudor (cm)		C. W. Lintner
HOOPESTON 6,100	Chronicle-Herald (e) 2,893	.025	.025	(I) (UP) (J) (156)	Chester A. Aldrich	Chester A. Aldrich	M. Ernest Nink	Chester A. Aldrich		Dall Milburn P. A. Chapman (j)
JACKSONVILLE 15,931	Courier (e) 2,157x	....	....	(D) (J) (82)	Courier Co.	R. B. Ridgway		J. W. Walton		
	Journal (m) 3,007x	....	....	(R) (AP) (J) (82)	Journal Co.	J. W. Walton		J. W. Walton		
	Total Daily (me) 5,164x	.045	....							
	Sunday edition (S) 3,060x	.045	....							
JERSEYVILLE 4,250	Democrat (e) 500	.004	....	(D) (J) (none)	J. M. Page	J. M. Page	Margaret LeBaron C. P. Atchinson (sp)	J. M. Page	J. M. Page	John Hill (j)
JOLIET 41,900	Herald-News (e) 20,776	.07	.04	(I-R) (AP) (112)	Edward Corlett	Lester F. Filson	John F. Lux	Edward Corlett J. J. Morrissey (cm)	Raymond M. Howk H. E. Baldwin (n) Frank Lee (cl)	
	Sunday edition (S) 20,529	.07	.04							
KANKAKEE 19,000	News (e) 4,755	.025	....	(R) (UP) (J) (139)	Herman F. Schmidt	Herman F. Schmidt	Eugene Kemp	Herman F. Schmidt C. G. Sackett (bm) Howard Schmidt (cm)	Carl G. Sackett	Henry Lutz
	Republican (e) 8,527	.035	.025	(R) (AP) (J) (161)	Republican Co.	Harry B. DeSelm Leslie C. Small	A. P. Mayer (sp)	A. J. Deslauriers (bm)	Fred D. Kamp E. C. Resh (cl)	D. W. Wood
KEWANEE 22,800	Star-Courier (e) 8,207	.04	.04	(I-R) (AP) (†) (J) (35)	Philip D. Adler	Philip D. Adler C. R. Kethridge	C. R. Ketridge Arthur Griggs (sp)	L. D. Upton (bm) Leo Sterling (cm)	Joe Miller W. H. Harper (n) Violet Parson (cl)	James Beidleman A. A. Wilts (j)
LA SALLE 18,000	Post-Tribune (e) 7,766	.045	.03	(I-R) (UP,INS) (2)	Daily Post Co.	Preston F. Grandin Kenneth H. Craig	Arthur Shinske Mike Bender (sp)	P. F. Grandon Victor Frizel (cm)	R. L. McAllister P. F. Grandon (n) Walter Eich (cl)	P. F. Grandon
LAWRENCEVILLE 7,620	Record (e) 2,411	.03	.015	(I) (UP) (J) (none)	Lawrenceville Pub. Co.	R. R. Denison	Don Cox (sp)	R. R. Denison	F. W. Riddick	Orville Sage William Bey (j)
LEWISTOWN 2,522	Record (e) 1,140	.018	.018	(R) (UP) (J) (3)	W. J. Duvall	W. J. Duvall	W. J. Duvall	W. J. Duvall		C. L. Simmons
LINCOLN 12,500	Courier (e) 4,389	.035	....	(I) (AP) (mer) (†) (J) (139)	Allyne V. Carpenter	Brainerd C. Snider	Wilbur Layman	Allyne V. Carpenter	Harry J. Wible	Harry J. Wible John Lenhardt (j)
LITCHFIELD 7,538	News-Herald & Union (e) 2,871	.03	.02	(I) (UP) (J) (130)	Litchfield Ptg. & Stationery Co.	F. P. Hanafin		Frank P. Hanafin		
MACOMB 8,985	Journal (e) 6,647	.032	....	(R) (UP) (J) (none)	Journal Ptg. Co.	F. W. Harris	Louis Randolph	F. W. Harris C. S. Harris (cm)	T. L. Roark	J. E. Brown F. W. Harris (j)
MARION 12,000	Post (e) 2,150	.025	.018	(D) (UP) (J) (82)	S. K. Casey Jos. H. Felts	S. K. Casey	Ethel T. Holland E. R. Jones (sp)	S. K. Casey Ben La Masere (cm)	Lucile Hartwell	W. T. Wilson E. R. Jones
	Republican (e) 3,020	.025	....	(R) (INS) (J) (†) (none)	Republican-Leader, Inc.	W. O. Paisley Oldham Paisley	Homer Butler	W. O. Paisley G. W. Paisley (cm)	Mrs. W. O. Paisley	Wm. O'Shaughnessy
MARSEILLES 4,020	Press (e) 960	.018	....	(82)	W. I. Dunlap & Sons					
MATTOON 14,800	Journal-Gazette (e) 6,159	.04	....	(I-R) (INS) (J) (2)	H. F. Kendall	H. F. Kendall	J. J. Pennington	H. F. Kendall	K. E. Wilson	C. A. Rude
MAYWOOD 27,000	News (e) 5,017	.04	.035	(I) (J) (30-53a)	Suburban Pub. Co.	Clifford Blackburn	Ralph Noel Dick Jones (sp)	M. C. Fisher M. Farnsworth (cm)	R. F. Corrigan M. C. Fisher (n) H. Hale (cl)	C. L. Notman M. C. Fisher (j)
MOLINE 35,600	Dispatch (e) 13,437x	.05	.04	(I-R) (AP) (†) (2)	P. S. McGlynn	L. R. Blackman (me)	Fred Klann E. W. Patten (sp)	Harry A. Sward A. Sundine (mdse. mgr.) L. Barland (cm)	Clarence Lucas H. A. Sward (n) Earl Killian (cl)	N. O. W. Johnson
MONMOUTH 9,547	Review-Atlas (e) 5,363	.035	.03	(I) (AP) (†) (J) (84)	Review-Atlas Ptg. Co.	Hugh R. Moffet	Leo Ryan Ralph Eckley (sp)	Victor Moffet Z. Hamburg (cm)	Lee J. Sharp M. Wennerberg (cl)	C. H. Work S. L. Hamilton (j)
MORRIS 6,000	Herald (e) 3,250	.025	.025	(R) (INS) (J) (139)	L. B. Sackett	G. G. Gentry (me)	M. B. Green (sp)		C. H. Downing	L. B. Sackett
MT. CARMEL 5,600	Republican-Register (e) 3,724	.025	.025	(I) (UP) (J) (none)	Register Co., Inc.	A. L. Richmond	Earl Allison	A. L. Richmond F. Reisinger (cm)	Ross Etter F. Reisinger (n)	C. M. Malcolm A. Skaggs (j)
MT. CARROLL 2,000	Mirror-Democrat (e) 1,200	.021	....	(R) (d) (3)	Mirror-Democrat Co.	Carl M. Feezer F. H. Hurless				
MT. VERNON 14,025	Herald (e) 3,431	.025	....	(I) (UP) (J) (116-4)	W. H. Green F. E. O'Bryant	C. H. Philips F. E. O'Bryant				
	Register-News (e) 6,251	.03	.025	(I) (AP) (†) (J) (82)	Register-News Co.	J. Edwin Rackaway	J. Frank Bogan	J. Edwin Rackaway C. J. Thompson (bm) O. W. Metcalf (cm)	Floyd Purcell C. J. Thompson (n)	Leslie Shehorn
MURPHYSBORO 12,600	Independent (e) 3,821	.03	.03	(I) (UP) (J) (116-4)	O. B. Littick	O. B. Littick E. V. Cotter	W. G. Pigott E. V. Cotter (sp)	O. B. Littick A. F. Pelzer (bm) Robert Morgan (cm)	A. F. Pelzer W. Jenkins (cl)	Albert Charles
OLNEY 6,590	Mail (e) 2,225	.013	....	(I) (none)	Lozier D. Yount	Lozier D. Yount				
OTTAWA 15,575	Republican-Times (e) 7,666	.045	.045	(1-R) (INS) (2)	Republican-Times Ptg. Co.	Lewis M. Davis	J. R. Beffel Charles B. Sapp (sp)	Fred A. Sapp V. A. Capsel (cm)	E. J. Kelly Fred A. Sapp (n) O. G. Formhals (cl)	L. V. Gonigam
PANA 8,000	Palladium (e) 1,300	.021	.021	(D) (INS) (J) (156)	W. B. & L. E. Jordan	W. B. & L. E. Jordan	Will F. Jordan	W. B. & L. E. Jordan	W. B. & L. E. Jordan	G. W. Courtney (j)

(*Continued on page 38*)

From *The Chicago Evening American Market:

78.71%

of the Chicago woman-heads-of-family who read the Chicago Evening American prefer it to all other Chicago evening newspapers.

Woman - heads - of - family comprise 79.25% of the Chicago Evening American's city and suburban circulation (503,007 daily average in 1928).

*The Chicago Evening American Market is the term applied to the tabulated facts gathered in a survey made in Chicago by Emerson B. Knight, Inc., of Indianapolis, financed by this newspaper but independently conducted. It is presented to advertisers and advertising agencies, at their offices, in graphic motion picture or chart form, with a supplementary book-presentation for extended study. Appointments for either presentation may be made directly with this newspaper, or through any of its offices or representatives.

CHICAGO EVENING AMERICAN

a good newspaper

One of the 28 Hearst Newspapers read by more than twenty million people—member of International News Service, Universal Service and Audit Bureau of Circulations.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ILLINOIS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
PARIS	Beacon-News									
10,015	(e) 5,624	.035	.03	(I-R) (UP) (J) (2)	E. M. Jenison	W. F. Leath	W. F. Leath	E. M. Jenison	E. M. Jenison	H. H. Hill
	Gazette (m) 1,800	.018	.011	(D) (AP) (J) (30)	Bill T. Price	Richard C. Dyas		Bill T. Price	Bill T. Price	
	Sunday edition (S) 1,800	.018	.011							
PAXTON	Record									
3,364	(e) 960	.014	....	(R) (J) (d) (none)	N. E. Stevens Ptg. Co.	Harold H. Stevens				
PEKIN	Times									
15,000	(e) 4,515	.03	....	(I) (UP) (2)	F. F. McNaughton	Louis Watson	Evelyn German Dick Joerger (sp)	F. F. McNaughton Emily Baldwedel (bm) M. Beardsley (cm)	Virgil Foust	Byron Phillippe
PEORIA	Journal									
84,500	(e) 28,887	....	....							
	Transcript (m) 10,976	....	....	(I) (AP) (*S) (†) (E) (51)	Carl P. Slane Merle Slane	F. A. Stowe Merle Slane	Max Bosler K. Jones (sp) Marilee Barger (Su)	Carl P. Slane I. F. Block (cm)	Earl H. Maloney Roy A. Pratt (n) H. A. Dryden (cl)	Frank Tobias
	Total Daily (me) 39,863	.09	....							
	Sunday edition (S) 30,627	.09	....							
	Star (e) 31,384	.07	....	(I) (UP,INS) (*S) (†) (E) (58)	Star Co., Inc.	S. A. Oakley	Charles B. Smith Fred Tuerk (sp) Chi Gamble (Su)	Clarence Eyster (cm)	Louis Proehl Roy Ballou (cl)	Bert Manning
	Sunday edition (S) 27,673	.07	....							
PERU	News-Herald									
8,869	(e) 2,912	.025	....	(I) (AP) (139)	Corwin & Corwin	H. R. Corwin				
PONTIAC	Leader									
7,500	(e) 3,478	.022	....	(I-R) (UP) (J) (none)	Leader Pub. Co., Inc.	L. V. Pearre	G. L. Bigelow	L. A. Clark Thelma Hewitt (cm)	L. A. Clark	C. S. Brydia
QUINCY	Herald-Whig									
39,800	(e) 29,506	.11	....	(I) (AP) (†) (2)	Quincy Newspapers, Inc.	C. F. Eichenauer Art Higgins	Helen Osborn Fred Gray (sp)	Ray M. Oakley O. R. Myers & L. Thornhill (cm)	A. O. Lindsay Louis Straley (cl)	Sherman Irish
	Sunday edition (S) 29,625	.12	....							
ROBINSON	News									
5,500	(e) 2,542	.025	.025	(I) (UP) (J) (none)	F. W. Lewis K. V. Lewis	F. W. Lewis		K. V. Lewis W.D.Laughlin (cm)	H. Griswold (cl)	Clyde Smith (j)
ROCKFORD	Register-Gazette									
82,800	(e) 19,079	....	....	(R) (AP) (†) (85)	Rockford Newspapers, Inc.	F. E. Sterling F. S. Edminson L. H. Fredericks (me)	Edward Aitchison (e) A. E. Calkins (m) Richard Ramey (sp-e) Frank Hicks (sp-m)	E. S. Bartlett R. Chapman, Asst. g. m. G. S. Galloway & Walter Richie (cm)	Stewart Riley Russell Chapman (n) C. R. Phillips (cl)	
	Star (m) 17,684	....	....	(I) (AP) (†) (85)						
	Total Daily (me) 37,763	.12	.08							
	Sunday edition (S)	.12	.08							
	Republic (e) 13,418	.05	....	(R) (INS) (mer) (22-128)	Ruth Hanna McCormick	T. Barney Thompson	Robert Rogan Harry Milne (sp)	H. W. Pollard (bm) E. K. Todd (cm)	J. E. Bollman H. W. Pollard (n) W. H. Merrick (cl)	Earl Anderson
ROCK ISLAND	Argus									
42,700	(e) 12,392x	.05	.035	(I) (AP) (2)	John W. Potter Ben H. Potter	John W. Potter Frank E. Brandt	James L. Hughes J. W. Ramsey (sp)	Ben H. Potter F. J. Mueller (bm) C. L. Schnitger (cm)	F. J. Mueller Wm. Billesbach (cl)	Wm. F. Schmacht
SAVANNA	Times-Journal									
6,000	(e) 2,097	.018	....	(I) (J) (UP) (none)	Times-Journal Co., Inc.	D. C. Pickard				
SHELBYVILLE	Union									
4,100	(e) 1,162	.014	....	(I) (UP) (J) (none)	Union Pub. Co.	W. H. Taylor	Quentin Storm	W. H. Taylor	W. H. Taylor	W. H. Taylor
SPRINGFIELD	Illinois State Journal									
67,200	(m) 33,002	.08	....	(R) (AP,UP) (mer) (†) (112)	Ira C. Copley	A. L. Bowen J. W. Sheehan, Jr.	W. W. Wood R. A. Drysdale (sp)	A. W. Shipton J. P. Kienzle (cm)	C. Raymond Long W. F. Dagon (n) L. B. Chandler (cl)	T. F. Grady
	Sunday edition (S) 28,900	.08	....							
	Illinois State Register (e) 31,508	.08	.06	(I-D) (AP,INS) (†) (J) (158)	Thomas Rees	V. Y. Dallman R. L. Stubbs	Jacob Myers H. M. Manning (sp)	G. M. Glendening F. V. Schuch (cm)	Charles Suesen Walter Henkes (n) Frank Harbour (cl)	A. R. Wilcox E. V. Wood (j)
	Sunday edition (S) 28,514	.08	.06							
STERLING	Gazette									
10,228	(e) 6,565	.04	.04	(I-R) (AP) (2)	Gazette Co.	D. W. Grandon G. G. Grandon	Orville S. Storm H. E. Kidd (sp)	D. W. Grandon A. C. Carlson (bm) G. F. Engel (cm)	G. L. Robinson A. C. Carlson (n) R. C. Pettit (cl)	T. Harry Tuttle
STREATOR	Times-Press									
16,325	(e) 7,258x	.045	....	(I) (INS) (2)	Times-Press Pub. Co.	John R. Fornof	William Godfrey W. R. Calls (sp)	John R. Fornof Geo. C. Stevens (cm)	John L. Perry	George Davidson
TAYLORVILLE	Breeze									
10,500	(e) 2,077x	.02	.015	(R) (AP,UP) (82)	Frank Reed	C. F. Jewell		C. J. Rainwater (cm)		W. C. Dorian
	Courier (e) 1,962x	.02	....	(D) (INS) (J) (139)	Courier Co.	Lon E. Martin	Myron Martin	Lon E. Martin Myron Martin (cm)	Myron Martin	H. F. Dannebarger H. F. Durbin (j)
URBANA	Courier									
14,360	(e) 3,046	.03	.025	(R) (UP) (J) (163)	A. T. Burrows	A. T. Burrows T. Wayne Rea	T. Wayne Rea John Whitaker (sp)	A. T. Burrows Charles McQuay (cm)	K. Buchanan A. T. Burrows (n)	W. H. Wright
WAUKEGAN	News									
31,000	(e) 5,255	.03	....	(R) (UP) (J) (139)	Keystone Ptg. Co.	F. H. Just	Dave O'Conner Henry Hell (sp)	W. L. Just F. H. Barney	F. A. Milhiser W. L. Just (n)	C. J. Poehling Ward Just (j)
	Sun (e) 5,850	.045	....	(I) (AP) (J) (82)		D. M. Noyes	W. T. Stupey George Crawford (sp)	D. M. Noyes Harry Porett (cm)	C. J. P. Lucas C. D. Kirchner (n) Orvel Lane (cl)	W. H. Grams
W. FRANKFORT	American									
20,000	(e) 4,020	.03	.025	(R) (INS) (J) (82)	Daily American Co.	B. W. Elkins W. Henson Purcell	W. B. Goodrich	W. H. Purcell (bm) H. G. Purcell (cm)	W. H. Purcell	Clyde C. Cooper
WOODSTOCK	Sentinel									
6,120	(e) 3,072	.03	....	(R) (INS) (J) (78)	Charles F. Renick	Charles F. Renick				

INDIANA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALEXANDRIA	News									
5,000	(e) 980	.011	....	(30)	Kenneth J. Sullivan	Kenneth J. Sullivan				
	Times-Tribune (e) 1,502	.015	.01	(I) (INS) (†) (J) (139)	DeLoss Arnold	DeLoss Arnold	R. M. Yelvington	DeLoss Arnold	Ivan G. Arnold	Art G. French
ANDERSON	Bulletin									
42,000	(e) 11,912	.045	.04	(I) (AP) (2)	Bulletin Ptg. & Mfg. Co.	D. J. Crittenberger G.D.Crittenberger (me)		Thos. McCullough R. H. Clark (cm)	R. J. Wilson Thos. McCullough (n)	Harry McKinley
	Herald (m) 10,836	.04	.04	(I-R) (AP) (†) (J) (107)	Herald Pub. Co.	Harriett W. Toner William Toner	Peter Blumele Harry Baldwin (sp)	Floyd McGriff J. T. Mason (cm)	E. L. Sisson R. Morris (n) Walter Baird (cl)	Fred Ridge C. W. Gettinger (j)
	Sunday edition (S) 12,481	.04	.04							
ATTICA	Ledger-Tribune									
3,775	(e) 1,930	.025	....	(R) (UP) (†) (J) (82)	J. Frank McDermond, Jr.	F. McDermond, Jr. (me)	E. L. Ray J. C. White	J. F. McDermond Jr. (bm) C. Shuppert (cm)	J. F. McDermond Sr. A. W. Cooley (n) Ethel Basey (cl)	Ernest Phillips Zell Tracy (j)
AUBURN	Star									
3,000	(e) 2,200	.02	.02	(I) (UP) (J) (none)	Auburn Ptg. Co.	V. E. Buchanan	F. H. Nicolai	V. E. Buchanan	V. E. Buchanan (n)	S. G. Kimmell G. H. Hachet (j)
BEDFORD	Times									
16,000	(e) 3,800	.025	.018	(D) (INS) (J) (82)	C. P. Butler	C. P. Butler R. B. Dye		C. P. Butler	Carl Preble	Bryan Moore Clarence Drake (j)
	Mail (e)	.025	....	(R) (d) (none)	Fred B. Otis	Fred B. Otis				
BICKNELL	News									
8,464	(e) 2,245	.028	.02	(I) (AP) (139)	F. F. McNaughton	R. E. Osborn		R. E. Osborn Avenell Fox (bm) Wm. Powell (cm)		Eva Purcell
BLOOMINGTON	Telephone									
19,000	(e)	.02	....	(R) (INS) (J) (139)	Walter S. Bradfute	Walter S. Bradfute				
	World (e) 6,372	.03	.021	(D) (UP) (†) (J) (32)	Purcell Pub. Co.	George W. Purcell	D. C. Miller	George W. Purcell Claude Bales	John H. Neal Geo. W. Purcell (n) Marjorie Ranard (cl)	Rassie Ranard A. W. Lambert (j)

(*Continued on page 40*)

Another Year of LEADERSHIP

by one of America's greatest newspapers in one of the nation's richest markets

In 1928

136,021 average net paid circulation —largest in the NEWS 59-year history.

(Over 86% coverage of all families in Indianapolis and Marion County, and remarkably thorough and well balanced coverage throughout the 70-mile Indianapolis Radius. NEWS circulation is over 93% home-delivered!)

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The Tower Building

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

INDIANA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BLUFFTON 5,862	Banner (e) 3,089	.02	.015	(D) (UP) (J) (139)	Banner Pub. Co.	Geo. L. Saunders	B. F. Buckner	Geo. L. Saunders J. O. Curry (cm)	H. M. Gossette	Charles Anderson
	News (e) 3,139	.02	.014	(I) (INS) (J) (none)	David H. Swain	David H. Swain Roger G. Swain	Orin Craven G. H. Kirkwood (sp)	David H. Swain Roger G. Swain (bm) B. L. Hart (cm)	Roger G. Swain Marguerite Cash (cl)	H. H. Bartlemay Frank Vliner (j)
BRAZIL 13,000	Times (e) 4,510	.025	.025	(R) (UP) (†) (J) (none)	Henkel Pub. Co.	Ralph H. Plumb Geo. H. James	Jos. P. Badger (sp)	James A. Raper (bm) Carl Cotton (cm)	Jos. P. Badger H. A. Potts (n) M. Campbell (cl)	James Asdale John Frew (j)
CLINTON 14,390	Clintonian (e) 2,247	.025	.014	(R) (UP) (J) (139)	Harriet R. Pierce	D. L. Stitt	James W. Bell	D. L. Stitt Carl Smith (cm)	Eugene Vaughn Mrs. B. Le Page (cl)	A. E. Van Horn
COLUMBIA CITY 4,660	Commercial-Mail (e) 1,450	.021	.014	(R) (UP) (J) (none)	W. W. Williamson	W. W. Williamson	Edwin Meitzler	W. W. Williamson	W. W. Williamson	Randall Gregg W. W. Williamson (j)
	Post (e) 1,510	.021	....	(D) (INS) (J) (none)	John W. Adams	John W. Adams				
COLUMBUS 10,000	Herald (e)	.014	....	(D) (none)	D. D. Locke	D. D. Locke				
	Republican (e) 4,963	.03	.025	(I-R) (AP) (none)	Raymond S. Brown	Yandell C. Cline	Yandell C. Cline Robert Lindsay (sp)	Raymond S. Brown W. H. Nicholson (cm)	Dallas Robertson Yandell C. Cline (n). Lorella Boeschen (cl)	Raymond S. Brown
CONNERSVILLE 15,000	News-Examiner (e) 4,769	.03	.03	(I) (UP) (mer) (†) (J) (139)	E. W. Tatman Estate	George S. Tatman E. I. Higgs	C. Murray E. I. Higgs (sp)	George S. Tatman H. P. Haines (cm)	J. L. Foster V. Griffith (n) L. Bell (cl)	Guy C. Chitwood
CRAWFORDSVILLE 11,153	Journal (e) 2,738	.02	....	(R) (UP) (J) (139)	A. M. Smith	R. L. Hesler A. M. Smith	R. L. Hesler John F. Murphy (sp)	A. M. Smith		A. M. Smith (j)
	Review (m) 3,757	.03	....	(I-D) (AP) (J) (82)	Crawfordsville Review, Inc.	W. E. Coons	T. K. Showalter K. Canfield (sp)	Foster Fudge C. V. Hankins (cm)	J. V. Dailey	
DECATUR 5,600	Democrat (e) 3,240	.025	.025	(D) (UP) (J) (139)	Democrat Co.	J. H. Heller	James R. Blair	J. H. Heller A. R. Holthouse (bm) Dick D. Heller (cm)	A. R. Holthouse	David Adams H. Hollman (j)
EDINBURG 2,628	Courier (e) 1,600	.02	.02	(R) (J) (156)	E. C. Allison	H. A. Allison E. C. Allison	E. C. Allison	H. A. Allison	H. A. Allison	J. E. Allison
ELKHART 35,000	Truth (e) 13,929	.055	.039	(I) (AP,INS) (1)	Truth Pub. Co.	Tom H. Keene	Maurice M. Frink Tom Stephenson (sp)	Tom H. Keene Harry Sibbet (bm) S. D. Danforth (cm)	W. M. Fuller	Afton Leatherman
ELWOOD 12,948	Call-Leader (e)	.015	....	(R) (INS) (J) (none)	Robt. H. Carpenter					
EVANSVILLE 98,100	Courier (m) 31,212	.08	....	(I) (AP,US,CP) (†) (126)						
	Sunday edition (S) 32,382	.08	....	(I) (AP) (126)	Evansville Courier	Don Scism J. C. Kerlin	Warner Schoyen (m). J. C. Kerlin (e) F. Hunt (sp-m) Dan Scism (sp-e) Don Scism (Su)	Ed J. Fehn H. S. Butler (cm)	A. G. Hollander D. H. Roberts (cl)	W. J. Rogers
	Journal (e) 12,079	.04	....							
	Total daily (me) 43,291	.10	....							
	Press (e) 22,223	.06	....	(I) (UP) (mer) (†) (143)	Fred R. Peters	Fred R. Peters Clifton Brooks	J. Robert Smith Carl Ritt (sp) Clifton Brooks (Su)	Fred R. Peters Frank T. Dreher (bm) Stanley Swan (cm)	W. Hyman Skelton W. R. McCullough (n). Geo. H. Williams (cl).	
	Sunday edition (S) 22,767	.06	....							
FORT WAYNE 105,300	Journal-Gazette (m) 42,024	.09	.07	(D) (AP,UP) (150)	Lew G. Ellingham	Lew G. Ellingham Ross S. Nelson	Wm. M. Kellogg Robert A. Reed (sp) M. M. Ellingham (Su)	Lew G. Ellingham Wm. G. Mercier (cm)	Abe Schaefer Ella G. Strebig (cl)	Charles F. Schaefer
	Sunday edition (S) 30,779	.09	.07							
	News-Sentinel (e) 45,874	.12	....	(R) (AP,UP,INS) (*Sat) (2)	News Pub. Co.	Arthur K. Remmel	Herbert R. Miller Howard Tenny (sp)	Oscar G. Foellinger Clark A. Ferris (cm)	Raymond B. Roos Carl Bitzinger (cl)	W. W. Wispert
FRANKFORT 13,902	Times (m) 8,237	.04	.035	(R) (AP) (†) (J) (139)	G. Y. Fowler's Sons	W. S. Fowler	Paul J. Meifeld Leon Hazel (sp)	Max Fowler Paul W. Sertain (cm)	Ralph W. McCarty	Joseph B. Agnew
	Sunday edition (S) 8,237	.04	.035							
FRANKLIN 5,250	Star (e) 3,526	.025	....	(I) (UP) (†) (J) (none)	Aikens & Sellers	Raymond H. Sellers	Wayne Coy Marc Waggener (sp)	W. W. Aikens (bm) Liebert Miner (cm)	Davis O. Vandivier	Noel Nay W. W. Aikens (j)
GARY 89,100	Post-Tribune (e) 18,166x	.07	.05	(I) (UP,INS) (22)	J. R. Snyder	H. B. Snyder A. M. Harris	A. A. Coons N. S. Werry (sp)	J. R. Snyder G. R. Scott (bm) E. L. Todd (cm)	F. E. Westcott P. H. Blue (cl)	A. T. Cutshaw
GOSHEN 11,000	Democrat (e) 2,416	.015	.012	(D) (AP) (†) (J) (78)	Dean L. Barnhart	Dean L. Barnhart	J. Clayton Hughes Ch. Engeroad (sp)	Dean L. Barnhart Irmyl Chiddister (cm)	L. M. Nachman	Charles Cotherman Thomas Hinkson (j)
	News-Times (e) 3,559	.025	.025	(R) (UP) (J) (1)	News Ptg. Co., Inc.	W. A. Moxley O. M. Kinnison	R. C. Lehman W. Bradford (sp)	Gretchen Clason (cm)	W. B. Barhard	
GREENCASTLE 6,000	Banner (e) 2,300	.021	....	(R) (UP) (†) (J) (82)	Harry M. Smith	S. R. Rariden		S. R. Rariden	S. R. Rariden	
	Herald (e) 2,350	.021	....	(D) (INS) (J) (156)	C. J. Arnold					
GREENFIELD 5,186	Reporter (e) 2,320	.021	.018	(I) (INS) (J) (82)	Viola B. Spencer	Dale Spencer Viola B. Spencer	Dale Spencer	Viola B. Spencer		Frank E. Johnson Dale Spencer (j)
GREENSBURG 6,000	News (e) 3,712	.025	.02	(R) (UP) (J) (139)	News Pub. Co.	L. D. Braden & E. J. Hancock K. N. Rinker (me).	K. N. Rinker	Edw. J. Hancock Walter B. Lowe (bm) Chas. B. Evans (cm).	Walter B. Lowe	Wm. H. Winten Wilber L. Kendall (j)
HAMMOND 56,000	Times (e) 20,808	.07	.05	(I) (INS, UP) (J) (22-128)	Sidmon McHie	Percy A. Parry		William J. McAdoo		William J. McAdoo (j)
HARTFORD CITY 6,850	News (m) 256	....	....	(D) (UP) (J) (82)	E. E. Cox	Nelson Townsend		Jack Dolan	Roy Goff	Ray Lenon
	News (e) 1,218	....	....							
	Total Daily (me) 1,474	.02	.02							
	Times-Gazette (e) 2,174	.02	.015	(R) (INS) (†) (J) (139)	Times-Gazette Co.	H. E. Honey	Harley Knott	R. W. Montfort C. L. Lord (cm)	R. W. Montfort H. E. Honey (n)	Grady Randall J. A. Brothers (j)
HUNTINGTON 17,894	Herald (e) 4,074	.025	.02	(I-R) (UP) (J) (82)	Walter H. Ball	Walter H. Ball Charles M. Paul	Armand Gemmer Cash Keller (sp)	Walter H. Ball Earle Steele (cm)	Howard Zinn Earle Steele (cl)	Martin Brahs Herman Yaste (j)
	Press (m) 4,551	.03	....	(I-D) (AP) (139)	Huntington Pub. Co.	M. H. Ormsby	C. F. Ogle Kenneth Keller (sp)	A. J. Wilhelm George W. Hartt (cm)	Thomas A. Coughlin Ralph Juillard (cl)	L. M. Phares
	Sunday edition (S) 4,662	.03	....							
INDIANAPOLIS 332,100	Commercial (m) 1,255	.06	....	(J) (130)	Commercial Pub. Co.	Mark R. Gray		Albert O. Evans (bm)		Ray Ritchie (j)
	News (e) 135,246	.25	.18	(I-R) (AP,UP,CP) (mer) (†) (J) (J) (E) (28-99)	Warren C. Fairbanks	Louis Howland Ray D. Everson	Walter McCarty Ray Thompson (sp)		Donald U. Bridge Robt. A. Wolfe (n) Wm. H. Pickett (cl).	C. W. Doll
	Star (m) 108,632	.20	.135	(I-R) (AP,US,UP) (*S) (†) (85)	John C. Shaffer	John C. Shaffer James A. Stuart	Wm. McClure Blaine Patton (sp) Don McClure (Su)	B. F. Lawrence Charles Payne (cm)	W. D. Keenan H. E. Perkins (n) E. F. Emmel (cl)	Frank Eckert
	Sunday edition (S) 146,580	.27	.215							
	Times (e) 70,083	.15	.08	(I) (UP) (†) (E) (143)	Times Pub. Co.	Boyd Gurley Stanley Tullsen	Volney Fowler Eddie Ash (sp)	Frank G. Morrison (bm) C. D. O'Rourke (cm)	E. A. Tapscott F. K. McCarthy (n). Ross Copley (cl)	John Stuart
JEFFERSONVILLE 15,800	News (e) 2,993	.025	.02	(D) (INS) (J) (30)	H. A. Wenige	H. A. Wenige	Sylvia Ragon Herb McGregor (sp)	H. A. Wenige (bm) Richard Ewan (cm)	H. A. Wenige	Earl H. Krear E. M. Scouyers (j)

(*Continued on page 42*)

Hit These Three Great Indiana Markets with These Three Papers

THE INDIANAPOLIS STAR

THE MUNCIE STAR

THE TERRE HAUTE STAR

USE ALL THREE
SAVE FOUR CENTS

The Star League of Indiana

THE INDIANAPOLIS STAR···THE MUNCIE STAR···THE TERRE HAUTE STAR

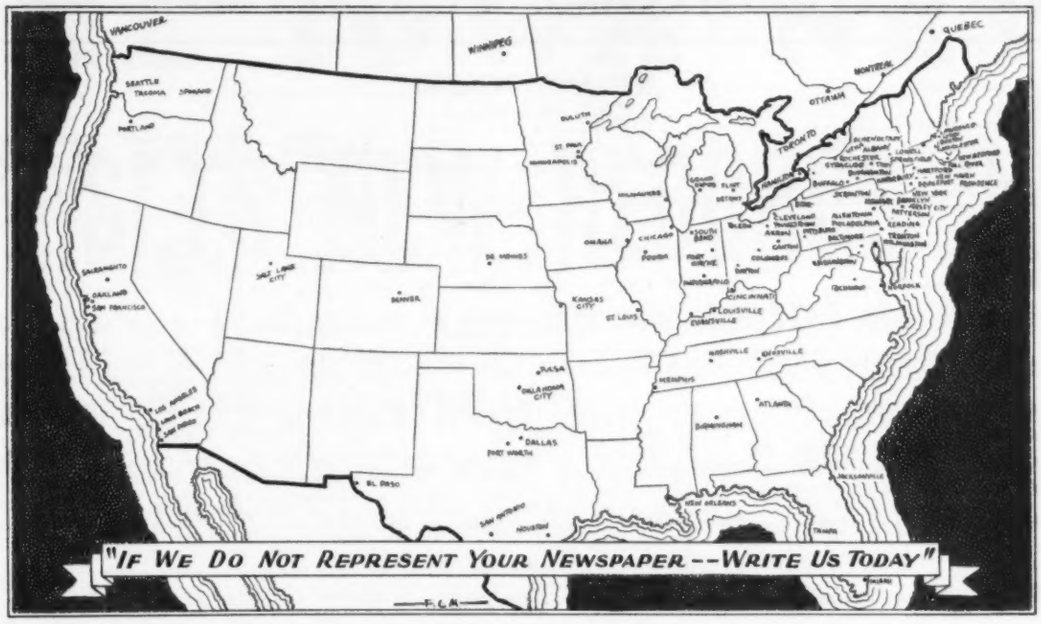
Represented by the KELLY-SMITH COMPANY
New York—Chicago—Philadelphia—Boston—Atlanta

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

INDIANA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
KENDALLVILLE 6,000	News-Sun (e) 2,235	.02	.013	(I) (UP) (J) (82)	C. W. Bridenthal	C. W. Bridenthal (me)	R. V. Fischer H. M. Milks (sp)	C. W. Bridenthal	H. P. Shaw C. W. Bridenthal (n)	W. S. Osborn
KOKOMO 40,400	Dispatch (m) 10,050 Sunday edition (S) 11,416 Tribune (e) 9,842	.04 .045 .045	....	(D) (AP) (156)	Kokomo Dispatch, Inc.	L. C. Gifford Paul Poynter	Carl Cranmer Glen Rouch (sp)	L. C. Gifford Frank O. Evens (bm) R. Brodbecker (cm)	Sam Toney Frank O. Evens (n) Mable Huston (cl)	Max Miller
				(R) (AP) (2)	J. A. Kautz	J. A. Kautz E. M. Souder	E. M. Souder Lee J. Noble (sp)	J. A. Kautz H. A. Rayburn (bm) Geo. D. Bender (cm)	G. J. Murphy H. A. Rayburn (n)	E. T. Hamilton
LAFAYETTE 35,000	Journal & Courier (m) 8,546 Journal & Courier (e) 14,698 Total Daily (me) 23,244	.... .06	.... .045	(I-R) (AP,INS) (†) (126-128)	Henry W. Marshall, Jr.	George W. Stout H. C. Light	H. Heimlich F. Topping (sp)	H. W. Marshall, Jr. F. P. Vogt (bm) J. T. Hoffman (cm)	E. Brooks S. T. Barnes (cl)	George Kummings
LA PORTE 18,752	Herald-Argus (e) 6,855	.04	.024	(I) (UP) (1)	LaPorte Ptg. Co.	Charles A. Beal R. Parker	Forbes Julian Lee R. Spaeth (sp)	H. A. Lindgren Charles A. Beal (bm) W. A. Hull (cm)	John Ludwig H. S. Badger (n) Michael Mayer (cl)	F. F. Wells
LEBANON 7,856	Reporter (e) 3,409	.03	.03	(I) (INS) (J) (22)	Eugene C. Pulliam	Eugene C. Pulliam Jesse E. Batterton	A. W. Wynkoop	Roy C. Swank A. E. Sloop (cm)	Don C. Estes Roy C. Swank (n)	E. F. Gillette
LINTON 6,485	Citizen (e) 2,961	.025	.025	(I-D) (UP) (J) (none)	Turner & Bryan				E. C. Turner	
LOGANSPORT 24,000	Pharos-Tribune (e) 12,481	.05	....	(I) (INS) (†) (1)	Pharos-Tribune Co.	Frederick Landis	Allen Sauers John Carroll (sp)	H Arthur Foltz John M. Dunn (cm)	H. C. Mull H. Arthur Foltz (n). Geo. Grubbs (cl)	John Dwyer
	Press (m) ..... Sunday edition (S)	.045 .045	....	(R) (AP) (2)	W. H. Kerrigan			W. H. Kerrigan		
MADISON 7,439	Courier (e) 3,218	.025	.021	(R) (AP) (116-4)	Courier Co.	M. E. Garber	Lloyd G. Neal	M. E. Garber G. P. Skeldon (cm)		
	Herald (e) 1,100	.018	.018	(D) (INS) (J) (D) (3)	Herald Co., Inc.	M. H. Cochrane	Earl Douglas	John B. Niesse	John B. Niesse	
MARION 26,924	Chronicle (e) 9,070	.04	....	(R) (INS) (mer) (†) (2)	Chronicle Pub. Co.	George D. Lindsay				
	Leader-Tribune (m) 9,018 Sunday edition (S) 9,218	.04 .04	.025 .025	(I-D) (AP) (†) (J) (126)	Leader-Tribune Co.	Carl L. Houston	Jack Maltby (sp)	J. E. McDonald R. H. Heiser (cm)	Mark Klein Mark Hinkle (cl)	Lawrence Fort R. H. Heiser (j)
MARTINSVILLE 5,424	Reporter (e)	.018	....	(I) (J) (UP) (none)	H. J. Martin	H. J. Martin				
MICHIGAN CITY 29,300	Dispatch (e) 3,340	.02	....	(D) (UP) (J) (30)	Francis & Faulkner	Howard C. Crosby	Charles Gray Alfred Hansen (sp)	Howard C. Crosby (bm) Lyman Snyder (cm)	Bernard Haney	Otto Stolze
	News (e) 5,531	.04	.035	(I-R) (INS) (J) (82)	Robb & Misener	Charles J. Robb	Irving Nieman	Robb & Misener H. R. Misener (bm) H. E. Northam (cm).	Loren Linard	Emil Olson
MONTICELLO 2,812	Journal (e) 1,342	.021	....	(I) (UP) (J) (none)	Tippecanoe Press, Inc.	Lawrence O. Corey	Mabel Henke	Donald J. Wickizer	Virgil McClintic	Edwin Shell
MOUNT VERNON 5,848	Democrat (e) 1,600	.02	.02	(D) (UP) (J) (139)	Edward F. Allen	Orvan R. Hall	Orvan R. Hall Walter King (sp)	Edward F. Allen	O. R. Hall Anne Fullinwider (cl)	J. L. Clark
MUNCIE 46,800	Press (e) 12,523	.05	.04	(R) (UP) (†) (135-136)	Press Pub. Co.	Wilbur E. Sutton Donald Sutton	Leon Parkinson H. Silverburg (sp)	Walter A. Letzler J. T. Edwards (cm)	C. E. Johnson W. A. Letzler (n) R. J. Kem (cl)	J. D. O'Neill
	Star (m) 24,890 Sunday edition (S) 16,265	.08 .08	.04 .04	(I-R) (AP) (†) (85)	Star Pub. Co.	John C. Shaffer Frank E. Harrold	E. V. Winder Kenneth Waite (sp) J. E. Ferris (Su)	Harry F. Guthrie H. E. Payne (cm)	L. A. Baldwin T. E. Skillman (cl)	
NEW ALBANY 24,705	Tribune (e) 3,317	.02	.02	(R) (J) (156)	W. S. Montgomery	W. S. Montgomery		W. S. Montgomery		
NEW CASTLE 22,000	Courier (e) 4,614	.03	.03	(R) (AP) (139)	Courier Co.	Allen C. Hiner	Robert Gordon Eugene R. Bock (sp)	Alfred Marshall, Jr. Rayburn Larue (cm)	Alfred Marshall, Jr. Mary Stoup (cl)	Leroy Decker
	Times (e) 4,564	.035	.035	(I-D) (INS) (J) (30)	Times Pub. Co.	W. S. Chambers	Newton Goudy Robert Baker (sp)	A. S. Young (bm) F. A. Bronenberg (cm).	A. L. Young	
NOBLESVILLE 5,272	Ledger (e) 3,320	.025	....	(R) (UP) (J) (139)	C. S. Neal			C. S. Neal		
PERU 15,000	Tribune (e) 6,700	.045	.036	(I) (UP) (82)	Tribune Pub. Co.	Don M. Nixon Everett C. Walpe	Thomas J. Walsh	Don M. Nixon M. L. Doriot (bm) Louis Thompson (cm)	R. C. Averitt Lucile Doriot (n) Mary Morse (cl)	Geo. Van Steenberg
PLYMOUTH 5,500	Democrat (e) 2,456	.026	.026	(D) (INS,US) (J) (3)	Clay W. Metsker	Roland B. Metsker	Ruby McConnell (sp)	Clay W. Metsker		Rensen Rathfon
	Pilot (e) 2,386	.02	....	(R) (J) (139)	Pilot Co.	Samuel E. Boys	Mrs. E. L. Underwood H. Crossman (sp)	Samuel E. Boys		Charles Stickler (j)
PORTLAND 6,602	Commercial Review (e) 2,777	....	....	(R) (J) (139)						
	Sun (e) 2,316 Total Daily (e) 5,093	.... .03	....	(D) (139)						
PRINCETON 10,287	Clarion-News (e) 3,479	.02	.02	(R) (AP) (139)	Clarion Pub. Co.	F. R. Ewing R. S. Munford	Robert Lawrence Geo. Daugherty (sp)	George B. Grigsby Ruth Ballard (cm)	George B. Grigsby	George R. Wire
	Democrat (e) 3,574	.02	.02	(I-D) (UP) (†) (J) (none)	John C. Gorman	John C. Gorman	George Pride R. Fettinger (sp)	John C. Gorman		
RENSSELAER 3,290	Republican (e) 800	.018	....	(R) (J) (D) (3)	H. B. Clark	H. B. Clark				
RICHMOND 32,000	Item (m) 16,450 Sunday edition (S) 17,378 Palladium (e) 13,988	.05 .05 .05	.035 .035 .034	(I) (AP) (†) (150)	Item Newspaper Co.	Curtis H. Clay	John J. Green Joe Reis (sp)	F. S. Dodd Roy Babylon (cm)	E. J. Treffinger B. C. Habing (n) R. L. Baucum (cl)	G. A. Righter
				(I-R) (UP,AP) (19)	Palladium Ptg. Co.	R. G. Leeds Luther M. Feeger	Marvin Pickett	E. H. Harris Roy McMath (cm)	H. F. Boylan	Emory Wisner
ROCHESTER 4,126	News-Sentinel (e) 2,928	.025	....	(I) (INS,UP) (J) (139)	Barnhart-Van Trump Co.	Hugh A. Barnhart	Carl Van Trump A. G. Copeland (sp)	Hugh A. Barnhart Floyd Van Trump (bm)	Carl Van Trump H. A. Barnhart (n). Anna Blackburn (cl).	Floyd Van Trump
RUSHVILLE 6,084	Republican (e) 2,938 Telegram (e) new daily	.02 .02	.02	(R) (AP) (J) (139)	Republican Co.	Louis C. Hiner	Russell Alexander	Will O. Feudner Bert O. Simpson (bm) H. D. Gilliland (cm)	B. O. Simpson	Frank Priest
SEYMOUR 8,500	Tribune (e) 2,701	.02	.02	(I) (UP) (mer) (†) (J) (139)	John H. Conner	John H. Conner Paul R. McGuire	Clyde K. Harris E. Sharp (sp)	John H. Conner Ralph Dorgan (cm)	Paul R. McGuire	C. H. Reisner W. H. Noelker (j)
SHELBYVILLE 10,671	Democrat (e) 4,112	.025	....	(D) (UP) (J) (139)	Democrat Pub. Co.	Wray E. Fleming John D. DePrez	Ralph Cheshire (sp)	John D. DePrez Harley Atwood (cm)	Thelma Coon Howard Greenlee (n)	D. W. Avery W. L. McNeely (j)
	Republican (e)	.018	....	(R) (none)	Shelby Ptg. Co.	T. E. Goodrich				

(*Continued on page 44*)



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Building and Commercial Review Page

Better Homes and Building Page

Buyers Guide Page

Church Page

Pay-Roll Builders Page

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MEMPHIS

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

INDIANA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SOUTH BEND	News-Times									
86,100	(e) 27,627x	.08	....	(I) (UP,INS) (*8) (96)	J. M. Stephenson	Sidney B. Whipple McCready Huston	Harry C. Warren G. Holland (Su)	M. P. Reed R. W. McInerny (cm)	Neal B. Welch R. H. McAuliffe (n). Dean J. Wilhelm (cl)	Wm. Hafner
	Sunday edition									
	(S) 26,165x	.08	....							
	Tribune									
	(e) 26,620x	.07	....	(I-R) (AP) (†) (E) (150)	South Bend Tribune	F. A. Miller R. H. Horst	L. C. Morehouse John W. Stahr (sp)	F. A. Miller C. E. Crockett (bm). Neil C. Snyder (cm).	W. S. Bowman H. M. Hatfield (cl).	
	Sunday edition									
	(S) 25,179x	.07	....							
SULLIVAN	Times									
5,875	(e)	.025	....	(D) (UP) (J) (156)	Poynter & McGuire	Paul Poynter A. G. McGuire				
TERRE HAUTE	Post									
73,500	(e) 20,334	.06	.045	(I) (UP) (†) (143)	F. R. Peters	E. D. Minteer	Ralph Donham Larry Denning (sp).	F. R. Peters E. D. Baker (bm) C. W. Bevinger (cm)	N. C. Ruddell Frank Roderus (n) M. McNeil (cl)	
	Star									
	(m) 27,102	.06	.04	(I) (AP) (†) (85)	Star Pub. Co.	John C. Shaffer Geo. D. Padgett	Robert Nesbit Richard Forbes (sp)	B. F. Lawrence J. E. White (bm) Fred Piper (cm)	Frank E. Hollis C. F. Murtaugh (cl).	Fred W. Kress
	Sunday edition									
	(S) 26,905	.06	.04							
	Tribune									
	(e) 23,603	.06	....	(I-D) (AP,UP,INS) (*8) (†) (126-128)	Tribune Pub. Co.	Wm. F. Cronin	Morton P. House Ralph White (sp) Wm. F. Cronin (Su)	A. C. Kelfer, Pres. E. P. Mace (cm)	Frank Shannon L. F. Kelfer (n) Wm. Harrison (cl)	Jack Sovern
	Sunday edition									
	(S) 22,393	.06	....							
TIPTON	Tribune									
5,000	(e) 3,066	.02	.02	(I) (J) (none)	Ramsay & O'Banion	F. N. Ramsay	Fred Oglebay	I. M. O'Banion C. L. O'Banion (bm) C. J. Kiger (cm)	F. N. Ramsay	Fred Saissline C. J. O'Banion (j)
UNION CITY	Times									
3,406	(e) 2,560	.021	....	(R) (J) (†) (3-30)	Roy Patchell	Roy Patchell				
VALPARAISO	Vidette-Messenger									
10,250	(e) 3,953	.03	.03	(I-R) (UP,INS) (82)	John M. Mavity	John M. Mavity Lynn M. Whipple	E. Zimmerman E. Zimmerman, Jr. (sp)	J. Earle Mavity Willard Bosse (cm)	J. Earle Mavity A. B. Weaver (cl)	Lewis Voke
VINCENNES	Commercial									
20,000	(m) 6,395x	.04	.03	(R) (AP) (136)	Thomas H. Adams	Thomas H. Adams A. B. Brouillette	Owen Agar H. B. Houghton (sp)	Chester W. Adams Louis O. Dayson (cm)	Edgar J. Anderson Floyd Faust (cl)	Ben F. Pigman
	Sunday edition									
	(S) 6,576x	.04	.03							
	Sun									
	(e) 5,874x	.04	....	(D) (UP) (†) (2)	J. D. Hogue, Jr.	J. D. Hogue, Jr. Ross H. Garrigus	Paul F. Ellis	J. D. Hogue, Jr. V. C. Worland (cm)	A. A. Arnold Ruth McCarthy (cl)	Henry Beck
WABASH	Plain Dealer									
10,859	(e) 6,061	.04	....	(R) (AP) (82)	Journal Co.	Foster Riddick				
WARSAW	Times									
6,200	(e) 3,781	.032	.032	(R) (UP,INS) (J) (none)	Reub. Williams & Sons, Inc.	L. H. Williams R. Logan Williams	E. H. Dodge Clinton Chalfant (sp)	Ted Williams R. B. Williams (bm) Elva Hudson (cm)	R. B. Williams	F. Gibbard (j)
	Union									
	(e) 2,578	.025	.025	(D) (AP) (none)	Warsaw Union, Inc.	Ralph O. Nusbaum	Fred C. Bartol (sp)	Ralph W. Bartol	Ralph W. Bartol	
WASHINGTON	Democrat									
10,000	(e) 3,775	.025	.025	(D) (UP) (J) (139)	Boyd & Backes	Henry Backes Sam Boyd	Ralph I. Burris E. G. Brouillette (sp)	Henry Backes (bm) Helen Zinkan (cm)	E. G. Brouillette Sam Boyd (n)	William Himburg Lynden Selby (j)
	Herald									
	(e) 3,134	.025	.023	(R) (AP) (J) (48)	Gazette & Herald Co.	George A. Faith Earl McCafferty	Walt Willey	Hugh Faith Donald Ellis (bm)	Donald Ellis	Donald Ellis (j)

IOWA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AMES	Tribune									
10,500	(e) 3,158	.03	....	(I-R) (UP) (J) (48)	J. L. Powers	J. L. Powers T. F. Crocker	T. F. Crocker	J. L. Powers J. L. Powers, Jr. (bm) Vivian Snook (cm)	J. L. Powers, Jr. Vivian Snook (cl)	C. O. Powers
ATLANTIC	News-Telegraph									
6,000	(e) 4,200	.04	.03	(R) (INS) (†) (22-126)	E. P. Chase	E. P. Chase	W. E. Tracy	E. P. Chase Grace Huff (cm)	Lydia R. Otto Grace Huff (cl)	
BOONE	News-Republican									
15,000	(e) 5,396	.035	....	(R) (UP,INS,AP) (J) (none)	S. G. Goldthwaite	S. G. Goldthwaite George Brunton	Kenneth S. Goodrich	S. G. Goldthwaite George Brunton (bm) M. K. Sawyer (cm).	Paul Lindemeyer George Brunton (n).	Fred E. Henry
BURLINGTON	Gazette									
22,000	(e) 12,145	.05	.036	(D) (AP) (†) (E) (126)	Joseph H. Coffin	Thomas Green	C. W. McLaury Wm. Bayless (sp)	Chas. M. Morgan P. B. Perry (cm)		
	Hawk-Eye									
	(m) 11,022	.05	.036	(R) (AP) (35)	J. Tracy Garrett	J. Tracy Garrett Robert L. Getty	Edw. D. McCluskey Ray E. Glenn (sp) Robt. L. Getty (Su)	J. Tracy Garrett Harold E. Morgan (bm) L. H. Danley (cm)	Harold E. Morgan	Carl A. Ebert
	Sunday edition									
	(S) 13,588	.05	....							
CEDAR FALLS	Record									
8,000	(e) 2,046	.025	....	(R) (INS) (J) (116-4)	C. S. Coddington		G. E. Campbell Paul Santee (sp)	C. S. Coddington Mrs. K. Haugen (cm)	H. M. McManus	A. E. Brown
CEDAR RAPIDS	Gazette & Republican									
58,200	(e) 31,604	.10	.07	(I-R) (AP,UP,INS,US) (2)	Gazette Co.	H. L. Marshall Verne Marshall	John Battin Earl Coughlin (sp) E. H. Dose (Su)	John L. Miller C. H. Harmer (cm)	J. S. Young Charles Moore (cl)	H. J. Hromek
	Sunday edition									
	(S) 29,865	.10	....							
CENTERVILLE	Iowegian & Citizen									
8,670	(e) 4,826	.03	.025	(R) (UP) (J) (130-128)	J. M. Beck J. R. Needham	J. M. Beck J. Ray Ellis	C. B. DePuy	J. R. Needham (bm) C. E. Triebswetter (cm)	J. R. Needham J. M. Beck (n) M. P. Ellis (cl)	O. T. Fogleseng W. R. Hays (j)
CHARLES CITY	Press & Intelligencer									
8,425	(e) 3,241	.03	.02	(R) (INS) (J) (48)	L. H. Henry & Sons	L. H. Henry H. S. Henry		S. C. Henry (bm)		S. C. Henry
CHEROKEE	Times									
5,834	(e) 2,634	.03	.03	(I-R) (AP) (J) (48)	Times Pub. Co.	Justin Barry Paul H. Caswell	Paul H. Caswell	Justin Barry	C. C. Caswell Justin Barry (n) C. C. Caswell (cl)	V. Riordan C. C. Caswell (j)
CLINTON	Herald									
35,000	(e) 18,236	.07	.07	(I) (AP,UP,INS) (2)	Herald Co.	W. C. Eastland (me)	J. A. Ryan (sp)	A. M. Clapp (bm) A. E. Meyer (cm)	J. J. O'Connor J. L. DeLong (cl)	Paul Kamler
COUNCIL BLUFFS	Nonpareil									
42,300	(e) 16,576	.06	.0475	(I-R) (AP) (†) (131)	W. P. Hughes	W. R. Orchard John Henry	Clark Galloway Leroy Wallace (sp)	Robert R. O'Brien (bm) John O'Brien (cm)	Jim Winters R. R. O'Brien (n) Merle Kammerer (cl)	
	Sunday edition									
	(S) 16,717	....	....							
CRESTON	News-Advertiser									
3,210	(e) *6,600	.04	....	(I) (AP) (48)	Frank Thayer and Joel R. Hill	Frank Thayer George A. Croft	George A. Croft	Joel R. Hill Evelyn McGuire (cm)	George R. Crane Alma Johnson (cl)	Ralph Griffin

*(Note: Circulation for period of September 5, 1928, to September 30, 1928.)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
DAVENPORT	Democrat & Leader									
61,000	(e) 13,500x	....	....	(D) (AP) (†) (35)	Frank D. Throop	Ralph W. Cram	Hugh Harrison John O'Donnell (sp)	Frank D. Throop V. N. Dorgan (cm)	Victor Martin Frank D. Throop (n) R. N. Meng (cl)	C. H. Bleurer
	Sunday edition									
	(S) 16,139x	....	....							
	Times									
	(e) 25,681x	....	....							
	Democrat & Leader & Times									
	Combination rate	.14	04							
DES MOINES	Register									
151,900	(m) 110,157	....	....	(I) (AP,UP,CP,INS,US) (*Su) (†) (J) (E) (88-124-13)	Gardner Cowles John Cowles (Asso. Pub.)	Harvey Ingham W. W. Waymack (Asso. Editor) Gardner Cowles, Jr. (ms)	Beryl Miller (m) Paul Prugh (e) See Taylor (sp-m) Jack North (sp-e) Basil Walters (news-ed.)	Gardner Cowles Harry T. Watts (bm) W. A. Cordingley (cm)	Forrest R. Geneva Hugh B. Lee (n) F. E. McCray (cl)	Harry T. Watts Fred B. Hilliker (j)
	Tribune									
	(e) 116,161	....	....							
	Combined daily									
	(me) 226,318	.40	.40							
	Sunday edition									
	(S) 168,671	.40	....							
	Evening & Sun.	.55	.55							
	Morning & Sun.	.55	.55							

(*Continued on page 46*)

EXTRA! Annual Progress Edition EXTRA!

THE IOWA NEWS

Vol. 2, No. 11 January 26, 1929 Price: 2 Minutes

IOWA SETS NEW RECORDS IN 1928

Sales Executives Welcome New Survey

REGARD "SIZING UP THE IOWA MARKET" AS VALUABLE BOOK

Copies Still Available to Companies Desiring Iowa Business

Following the recent publication of its new 32-page survey, the Iowa Daily Press Association has received letters of commendation from sales and advertising executives in many sections of the country, expressing their appreciation for

having at their disposal such a complete presentation of the facts about Iowa.

Indicative of the wide general interest this book has aroused, the following quotations from a review in the editorial columns of **Sales Management and Advertisers Weekly** are enlightening.

"'Sizing Up the Iowa Market is a great analysis showing what Iowans buy and where they get their money. Even at the risk of having our words discounted because of overenthusiasm, we will put ourselves on record as saying that we never saw a more complete or a more honest state survey. It was prepared specifically to help sales managers who sell in Iowa. It will."

The Dartnell Corporation, nationally-known for its valuable reports and surveys on sales and advertising subjects, in commenting on the "very interesting brochure prepared by the Iowa Daily Press Association," declares that it "gives much useful information about Iowa as a market."

A few copies of this book are still available to business executives who are interested either in increasing their sales in Iowa or in breaking into the Iowa market. Requests for the book should be addressed to Mr. Frank Throop, Chairman, Advertising Committee, Iowa Daily Press Association, Davenport, Iowa.

Paving in 1928 More Than Double That of Biggest Previous Year

Although Iowa paved 740 miles of highways last year, more than twice as much paving as was ever laid in a single year, and now has 1,625 miles of paving on its primary road system, the paving activities of the past year are insignificant when compared with the program mapped out for the coming six years.

With the passing of a $100,000,000 road bond issue at the November elections, Iowa begins in 1929 the paving of an additional 3,300 miles of roads by 1934. At the completion of this gigantic program, Iowa will have a primary road system second to that of no other state in the country.

Iowa Bank Deposits Gain $8,000,000 in 1928; Still Growing

Between June 30, 1927, and June 30, 1928, deposits in Iowa's 270 national banks, 704 savings banks, 338 state banks and fourteen trust companies showed an increase of over eight million dollars. This increase, while not exceptionally large, indicated one important fact—that Iowa banks were well on the road to recovery and that, once started in an upward direction, their deposits would continue to grow.

Although figures from the state and national departments of banking are not released until the middle of the year, reports from many Iowa cities indicate that a vastly larger increase will be shown for the 1928-1929 fiscal year than was shown last year. In one city alone bank deposits have gained $3,000,000 since January 1, 1928. In many others the increases over last year have been substantial, while no cities have reported any appreciable decreases from the figures of a year ago.

MOTOR VEHICLE REGISTRATIONS SHOW INCREASE

With an increase of 17,584 in passenger car registrations and a still greater increase of 23,265 in total motor vehicle registrations, Iowa swept ahead to a new automotive record in 1928.

For the fiscal year between December 1, 1927, and December 1, 1928, the total registration was 735,216, while for the previous year it was 711,951. There were 671,880 passenger cars registered in 1928, as compared with 654,296 in 1927. Trucks increased from 55,698 to 61,365.

Consumption of gasoline and oil showed a corresponding gain. According to preliminary estimates of the state treasury department, Iowa motorists paid $10,000,000 in gasoline license fees, an increase of over two and a half million dollars above the 1927 fees of $7,362,138.21. In 1927 Iowa consumed 309,098,000 gallons; in 1928, approximately 333,000,000 gallons. The total bill for gas and oil for 1927 was estimated at $77,000,000. For 1928 it increased to $83,000,000.

ADVERTISERS who understand the Iowa market know from experience that it cannot be covered by any single newspaper. The use of newspapers in these twenty-two commercial centers is necessary in getting your full share of the Iowa business.

IOWA DAILY PRESS ASSOCIATION
DAVENPORT, IOWA

Ames .....Tribune
Boone .....News-Republican
Burlington .....Gazette
Burlington .....Hawk-Eye
Cedar Rapids .....Gazette & Republican
Centerville.Iowegian & Citizen
Clinton .....Herald
Council Bluffs .....Nonpareil
Davenport.....Democrat & Leader
Davenport .....Times
Dubuque ...Telegraph-Herald and Times Journal
Fort Dodge .....Messenger & Chronicle
Fort Madison .....Democrat
Iowa City .....Press Citizen
Keokuk .....Gate City
Marshalltown .....Times-Republican
Mason City ....Globe-Gazette & Times
Muscatine .....Journal & News-Tribune
Oelwein .....Register
Oskaloosa .....Herald
Ottumwa .....Courier
Sioux City .....Journal
Sioux City .....Tribune
Washington .....Journal
Waterloo ....Evening Courier
Waterloo .....Tribune

INDUSTRY AND AGRICULTURE BOTH FORGE AHEAD TO NEW HIGH MARKS DURING YEAR

Reports from Almost All Iowa's Leading Trade Centers Show Business Conditions Considerably Better in 1928 Than They Were in 1927

SALES OUTLOOK BRIGHT FOR 1929

Since 1925, when the value of Iowa's industrial output first overtook the value of its agriculture output, industry in the state has kept moving steadily ahead, setting new high records year after year. During 1928, for the first time in history, Iowa's total industrial production passed the $800,000,000 mark, and there is every indication that 1929 will witness the establishment of a still higher record.

Furniture, brick and tile, cement and gypsum, tractors and farm equipment of every sort, fountain pens, washing machines, cereal products, packing house products, canned goods, plumbing and heating supplies, these are only a few of the many products Iowa ships to the markets of the world in increasing volume every year.

Farm Products Gain, Too

This industrial ascendency, however, does not diminish Iowa's importance agriculturally. Always the agricultural capital of the nation, Iowa farm products last year likewise showed an amazing gain over previous years. The supremacy of Iowa's agricultural position is emphasized in the following report on "Iowa Crops and Prices" from the **Wall Street Journal:**

"According to the final crop summary of the year, Iowa again has demonstrated her ability as leader in the production of raw materials by producing agricultural crops valued at $569,616,000 based on December 1, 1928, prices. This is an increase of $46,449,000 or 8.9 per cent, over last year; and is only about $2,000,000 less than the previous record.

Exceeded Only Once

"Iowa's 1928 corn crop, estimated at 476,012,000 bushels, is 89,000,000 bushels more than was harvested in 1927, and has been exceeded only once in the history of the state. The average farm price of corn on December 1 was 66 cents a bushel, making a total value of $314,168,000, or about 18 per cent more than the value of the 1927 crop.

"The total oats crop was 240,040,000 bushels, which is 25 per cent greater than was reported in 1927. Its total value is $86,414,000, compared with $80,653,000 for 1927. The total production of barley in 1928 is estimated at 27,168,000 bushels, which is 90 per cent greater than the 1927 crop, and the total production of tame hay is estimated at 4,203,000 tons, with a value of $54,639,000."

Another New Record

Probably never before has a single crop brought more than $300,000,000 to the state in one year. The reason for the huge value of Iowa's corn this year is the fact that Iowa gets bumper profits from a bumper crop, because while Iowa's crop this year is higher than usual, the total crop of the nation is below average, giving corn an exceptionally good price. Iowa leads all other states in the production of both corn and oats.

But grain is only a part of Iowa's tremendous agricultural output. Iowa likewise raises more than twice as many hogs as any other state, stands first in the raising of pure bred live stock and poultry and poultry products, and is third in the amount of creamery butter produced. Iowa's farm income is derived from many sources, all of which were profitable last year. That is why Iowa farmers and merchants will have more money to spend next year than they have had for many years.

Business Good in Cities

This prosperity of Iowa farms and factories is reflected in reports of improved business conditions from practically all the leading cities in the state. From several cities come reports of the best business year in their history, while practically every important trade center enjoyed better business during 1928 than in the previous year. Not only was 1928 a better business year than 1927, but from all reports, conditions in these cities are expected to show a still greater improvement in 1929. All sections of the state are equally favored by this year's gigantic corn crop and its unprecedented industrial prosperity. As a result, sales in each of these cities will be considerably increased in 1929.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

IOWA (Cont'd)

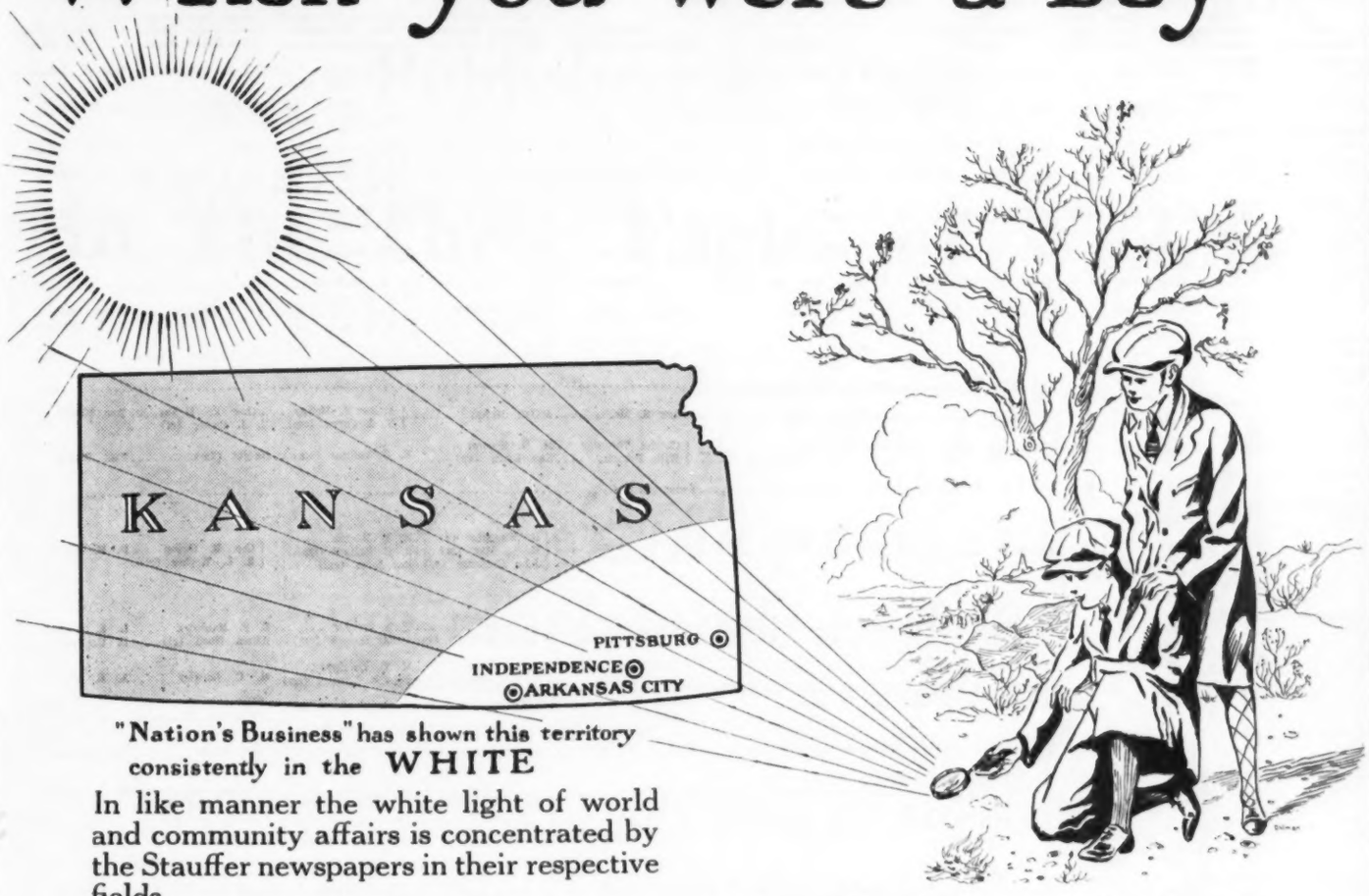
City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
DUBUQUE 42,300	American Tribune (e) 16,623 Sunday edition (S) 16,623 Telegraph Herald & Times-Journal (e) 33,456x Sunday edition (S) 33,831x	.07 .07 .10 .10	.07 .07	(I) (INS,UP) (78)	Catholic Pig. Co., Inc.	Chas. N. Nenning John P. Gonner	A. F. Klinkner Carl D. Ochs (sp)	John P. Gonner J. Ray Brown (cm)	J. J. Clardy	John P. Gonner
				(I) (AP,INS,UP) (J) (1)	F. W. Woodward	E. G. Fairfield W. E. Wendt	C. A. Wilhelm (sp)	F. W. Woodward Wm. J. Arndt (cm)	F. J. McLaughlin C. A. Ritter (cl)	E. Koehler W. W. Lilly (j)
FAIRFIELD 6,500	Ledger (e) 4,482	.035	.03	(I-R) (UP) (†) (126)	Ledger Pub. Co.	P. S. Junkins (me)	H. F. McDougal John Parsons (sp)	P. S. Junkins	Don McGiffin	Fred Doyle
FORT DODGE 23,218	Messenger & Chronicle (e) 11,757	.06	....	(I) (AP) (J) (131)	Messenger Ptg. Co.	C. A. Roberts		C. A. Roberts		
FORT MADISON 15,325	Democrat (e) 5,275x	.035	.035	(I) (UP) (†) (J) (2)	W. J. McGiffin	W. J. McGiffin H. W. Mitchell	Paul Jaeger Ed. Connelly (sp)	W. J. McGiffin W. T. Mershon (bm) H. L. Peterson (cm)	Ward T. Mershon Mary Campbell (cl)	Ernest Carstens E. J. Lawrence (j)
IOWA CITY 16,000	Press-Citizen (e) 6,992	.035	.036	(I) (AP) (†) (161)	Merritt C. Speidel	Merritt C. Speidel Graham M. Dean	Don Wilkins Jack Patton (sp)	Merritt C. Speidel E. A. Chappell (bm) Wm. F. Wade (cm)	Ed. A. Chappell G. L. Dibb (n)	Eugene W. Johnson
KEOKUK 17,000	Gate City (e) 5,687	.035	.025	(I) (AP) (1)	Gate City Company	Walter Burton F. C. Smith	F. C. Smith Douglas Lamont (sp)	Dale E. Carrell C. C. Carrell (bm) Henry Nelson (cm)	C. M. Thornton C. C. Carrell (n)	V. B. Holliday
MARSHALLTOWN 20,000	Times-Republican (e) 10,020x	.05	....	(R) (AP) (†) (none)	Times-Republican Ptg. Co.	D. W. Norris R. C. Wells	J. A. Whitacre P. G. Norris (sp)	George F. Thayer (bm)	George F. Thayer	F. C. Nodland Earl Ames
MASON CITY 28,000	Globe-Gazette (e) 15,549x	.06	....	(I-R) (AP) (†) (35)	Globe-Gazette Co.	W. F. Muse W. Earl Hall	Enoch Norem Kenneth Goodrich (sp)	Lee P. Loomis (bm) I. W. Hillstrom (cm)	Lloyd L. Geer Lee P. Loomis (n)	Leo J. Carle
MISSOURI VALLEY 4,402	Times (e) 519	.018	....	(I) (AP,UP) (J) (3)	R. C. Lahman					
MT. PLEASANT 4,628	News (e) 2,835	.03	....	(R) (J) (126)	Charles S. Rogers					
MUSCATINE 18,173	Journal & News Tribune (e) 7,815	.04	.028	(I) (AP) (35)	C. R. Rabedeaux	Geo. M. Hinshaw (me)	George Newton Walter Van Zyle (sp)	L. L. Boice (cm)	A. M. Geibel	Nathan Hoeflin
NEWTON 12,035	News (e) 3,599	.03	.025	(R) (AP) (J) (48)	James R. Rhodes	James R. Rhodes Geo. H. Seigle	Carl L. Eby Robert Sprinkle (sp)	L. O. Brewer Ch. P. Starrett (cm)	I. W. Wilson Mildred Woodrow (cl)	W. E. Rose L. O. Brewer (j)
OELWEIN 8,527	Register (e) 3,675	.03	.03	(R) (UP) (†) (J) (none)	H. V. Hoyer, R. V. Lucas, W. T. Armsbruster	R. V. Lucas	R. V. Lucas	H. V. Hoyer R. V. Lucas (cm)	W. T. Armbruster	H. V. Hoyer
OSKALOOSA 10,695	Herald (e) 3,575	.035	.03	(R) (UP) (J) (none)	Chas. S. Walling	Phil Hoffman	Roy R. Robinson D. Foehlinger (sp)	Chas. S. Walling J. Paul Jones (cm)	A. K. Walling	
OTTUMWA 27,375	Courier (e) 14,331	.06	.035	(R) (AP) (35)		C. S. Johnston (me)	C. B. Hightshoe Emmet Mowery (sp)	John Huston (bm) John Canny (cm)	C. C. Meisters	H. W. Lee
PERRY 5,332	Chief (e) 2,431	.03	.03	(I-R) (AP) (†) (J) (48)	James R. Rhodes	G. E. Whitehead Vern J. Hall	Vern J. Hall Brooks Cross (sp)	G. E. Whitehead Brooks Cross (cm)	G. E. Whitehead Genevieve Whalen (cl)	Fred Harvey
SHENANDOAH 5,685	Sentinel (e) 4,200	.035	....	(R) (INS) (48)	Dan McGiffin	C. N. Marvin R. K. Tindall	R. K. Tindall	R. K. Tindall C. N. Marvin (cm)	B. L. Williams	Graham Hendricks
SIOUX CITY 80,000	Journal (m) 38,948 Journal (e) 26,120 Combined daily (me) 65,068 Sunday edition (S) 48,304 Evening & Sunday (eS) .... Tribune (e) 69,312	.... .13 .13 .... .13	.... .10 .10 .20 .11	(R) (AP,CT) (131-57-151)	Perkins Bros. Co.	A. F. Allen Henry E. Cody	Willis Forbes Joe. Ryan (sp)	W. H. Sammons E. W. Towns (cm)	C. M. White (dir.) Fred Pierce (n) Wallace Witmer (cl)	H. M. George Charles Rhebb (j)
				(I) (AP,UP) (†) (E) (166)	Tribune Co.	John H. Kelly Everett G. Tripp	Edwin B. Haakinson Lloyd B. Hagan (sp)	Eugene Kelly J. T. Bruggeman (cm)	Edw. Townsend A. T. Zeller (n) C. A. Benedict (cl)	J. F. Keily
VINTON 3,500	Times (e) 5,349	.04	.03	(I) (INS) (†) (J) (48)	H. G. Kruse	M. F. Kruse		F. B. Kruse (bm)	Fred Braginton F. Lynch (cl)	F. Mossman
WASHINGTON 5,025	Journal (e) 2,898	.025	.025	(R) (UP) (J) (126)	Elder, Shannon & Co.	Orville Elder	Bruce Cowden	R. E. Shannon Paul Gorham (cm)	Lewis Warren Paul Gorham (cl)	Max Marble
WATERLOO 37,100	Courier (e) 19,026	.07	....	(I) (AP,UP,INS) (†) (156)	W. H. Hartman Co., Inc.	John C. Hartman E. R. Moore	Burton T. Burritt Wm. F. Floberg (sp)	Jackson McCoy	E. G. Carey	R. E. Boller
	Tribune (m) 16,020 Sunday edition (S) 16,439	.06 .06	....	(I) (AP) (mer) (J) (126)	Times Tribune Pub. Co.	Wm. A. Reed Frank Hanlon		Harvey Shaw L. M. Bailey (cm)	Helen Reed (cl)	
WEBSTER CITY 6,649	Freeman-Journal (e) 2,193	.025	....	(I-R) (AP) (†) (J) (156)	J. N. Stonebraker	Wm. F. Hunter George C. Tucker	George C. Tucker K. L. Peterson (sp)	J. N. Stonebraker C. E. McConnell (cm)	H. R. Packard J. N. Stonebraker (n) M. L. Hanken (cl)	Bert Packard C. L. Kingsley (j)

KANSAS

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ABILENE 5,385	Reflector (e) 1,780	.012	....	(R) (AP) (J) (none)	Reflector Ptg. Co.	C. M. Harger H. W. Wilson	Jessie Arndt	F. Q. Wilson (cm)	F. Q. Wilson	H. W. Wilson
ARKANSAS CITY 16,250	Traveler (e) 5,636	.05	.05	(I) (AP) (mer) (J) (83)	Traveler Pub. Co.	O. S. Stauffer Ben Hibbs	R. J. Kingsley Doyle Getter (sp)	Oscar S. Stauffer H. Caulkins (cm)	N. B. Musselman F. G. Shirley (cl)	G. J. Jardot R. M. Davis (j)
ATCHISON 16,000	Globe (e) 7,115x	.04	.03	(I) (AP) (†) (131-57)	Gene A. Howe	Gene A. Howe J. E. Rank	D. Miller C. O'Neill (sp) Carl Brown (Asso-ed)	W. C. Hawk (bm)	Evan W. Tonsing Mrs. G. Gill (n)	L. Roberts
AUGUSTA 5,000	Gazette (e) 1,800	.02	.016	(I) (AP (J) (156)	Chester K. Shore	Chester K. Shore		C. K. Shore (bm)	Chester K. Shore	Earl W. Curtis
BELOIT 3,101	Call (e)	....	.011	(I) (J) (none)	Adamson & Hammond					
BURLINGTON 3,075	Republican (e) 2,449	.02	....	(I) (J) (156)	John Redmond	John Redmond	Bill Batdorf	Floyd S. Eeard (bm) Wilma Dabbs (cm)	Floyd S. Eeard (n) Wilma Dabbs (cl)	Glenn H. Preston M. E. Budd (j)
CALDWELL 2,650	Messenger & News (e) 1,417	.018	....	(I) (†) (J) (none)	Harold A. Hammond	Harold A. Hammond		Harold A. Hammond	Orrin L. Browning	Frank Lambert John LaRue (j)
CANEY 3,350	Chronicle (e) 1,047	.018	.014	(I) (J) (30)	L. T. Perrill	L. T. Perrill		L. T. Perrill	L. T. Perrill	J. C. Bruce
CHANUTE 12,650	Tribune (e) (free circulation) Tribune (e) 4,042x	.025 .03	.... .029	(I) (UP) (J) (none) (I-R) (AP) (†) (J) (83)	A. H. Turner Estate R. A. Harris & Sons	Chas. F. Jones John P. Harris Fletcher Maclary	H. G. Curl (sp) Ernest W. Johnson	Mrs. C. F. Jones Miss C. Domitz (cm) John P. Harris Curtis M. Bean (cm)	Loren Carlberg Clara Domitz (cl) C. W. Moody	Maurice Stevens T. O. Ward Carlito Griswold (j)
CHERRYVILLE 5,075	Republican (e) 1,400	.018	.014	(R) (AP) (J) (156)	Burge & Campbell	Will R. Burge	Will R. Burge	Will R. Burge		P. S. Campbell
CLAY CENTER 4,450	Dispatch-Republican (e) 1,670	.014	....		Clay Center Pub. Co.					
COFFEYVILLE 20,000	Journal (e) 6,384 News (m) 5,206 Sunday edition (S) 5,206	.04 .025 .025	.04	(R) (AP) (J) (83) (I-D (UP) (J) (4-4) (30)	Powell & Platz John H. Keith	Hugh J. Powell R. E. Cochran	Stanley Platz R. E. Crone (sp) Patrick Quinn	Hugh J. Powell C. M. Dunham (bm) R. E. Kane (cm) R. Newman (cm)	C. M. Dunham Mrs. L. Lemmon (cl) F. W. Walden	Ray Dameron O. Anderson

(*Continued on page 48*)

When you were a boy—



"Nation's Business" has shown this territory consistently in the **WHITE**

In like manner the white light of world and community affairs is concentrated by the Stauffer newspapers in their respective fields.

Pittsburg, Kansas
Population
20,000 City 150,000 Territory
Headlight (E) Sun (M&S)
A. B. C. Daily Circulation 11,982-9/30/28
Line Rate 7c Flat.

Arkansas City, Kansas
Population
14,403 City 60,000 Territory
Daily Traveler (E)
A. B. C. Circulation 5,624-9/30/28
Line Rate 5c Flat.

Independence, Kansas
Population
14,900 City 45,000 Territory
Daily Reporter (E)
Paid Circulation 5,606-9/30/28
P. O. Statement.
Line Rate 4c Flat.

These daily papers published by Oscar Stauffer are supreme in their respective communities and surrounding towns. Helpful merchandising service available to advertisers.

National Representatives

E. Katz Special Advertising Agency New York, Chicago, Kansas City, Detroit, Atlanta, San Francisco

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

KANSAS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
COLUMBUS 3,854	Advocate (e) 900	.011	....	(R) (J) (none)	Fred H. Swinney	Fred H. Swinney	Ed. Skidmore	F. H. Swinney M. Goodrick (cm)	Fred H. Swinney	Fred H. Swinney
CONCORDIA 5,488	Blade-Empire (e) 3,102	.029	.029	(R) (AP) (J) (none)	Ray Greene	Ray Greene	Thos. L. Kiene	Lester Shrouf (bm) Frank Hall (bm)	Lester Shrouf Oscar Carlgren (n)	Lee D. Shrouf
COUNCIL GROVE 5,488	Republican (e)	.05	....	(I-R) (J) (none)	Jack Lawrence					
DODGE CITY 8,200	Globe (e) 5,125	.04	.046	(I) (AP) (†) (none)	J. C. Denious	J. C. Denious		J. C. Denious N. C. Peterson (bm) N. Peterson, Jr. (cm)	N. C. Peterson (n) Melvin Hooper (cl)	D. H. Tucker
EL DORADO 12,605	Times (e) 4,710	.03	.025	(R) (AP) (†) (J) (83)	Times Pub. Co.	R. A. Clymer	W. R. Feder	R. A. Clymer Albert Lettis (cm)	R. E. Forgy	O. F. Hüttenhoff A. G. Hudson (j)
EMPORIA 25,000	Gazette (e) 6,366x	.045	....	(I-R) (AP) (J) (83)	W. A. White	W. A. White		W. E. Hughes (bm)	E. T. Lowther	
FORT SCOTT 12,500	Herald (m) (new daily)	.018	.021	(I-R) (UP) (J) (30)	Whiteside Pub. Co.	E. D. Whiteside	Edwin Roberts	L. H. Whiteside		
	Tribune-Monitor (e) 3,718	.025	....	(I) (AP) (J) (156)	George W. Marble	George W. Marble	J. N. Heylmun Fred Urey (sp)	G. W. Marble F. E. Milligan (bm) W. M. Scott (cm)	Wm. Goodwin A. W. Marble (n)	Frank Decker F. E. Milligan (j)
FRANKFORT 2,000	Index (e)	.018	....							
FREDONIA 4,500	Herald (e)	.018	....	(I) (AP) (84)	Ben S. Hudson					
GALENA 5,680	Times (e) 1,057	.018	.018	(I) (J) (156)	Arthur S. McNay	Arthur S. McNay	Arthur McNay	Arthur S. McNay N. J. Carver (cm)	Arthur S. McNay N. J. Carver (cl)	Tom Woods
GREAT BEND 5,429	Tribune (e) 3,275	.025	.025	(I-R) (AP) (mer) (none)	Will Townsley	Charles Townsley Will Townsley	M. D. Spencer Ken Kitch (sp)	E. C. Vollmer (bm)	Dwight Clark	Paul Wesley
HIAWATHA 4,050	World (e) 3,200	.03	.03	(I) (AP) (†) (J) (none)	Ewing Herbert	Ewing Herbert				
HUTCHINSON 29,000	Herald (m) 11,884	....	....	(R) (AP) (†) (83)	News Co.	W. Y. Morgan Fred Henney	H. Waggoner (e) E. L. May (m) John Galloway (sp)	W. Y. Morgan R. C. Ballard (bm) Ray Jones (cm)	Geo. R. Gwinn R. L. Weyher (cl)	D. M. Smith
	News (e) 15,787	....	....							
	Combined daily (me) 27,671	.10	.10							
	Sunday edition (S) 12,481	.10	....							
INDEPENDENCE 15,000	Reporter (e) 5,636	.04	.03	(I-R) (AP) (†) (J) (83)	Independence Pub. Co. Inc.	Chas. Spencer	Earl Cox Justin Anderson (sp)	Chas. Spencer Louise Spencer (cm)	E. E. Hardwick Wilma Wood (cl)	L. E. Cagle D. C. Knock (j)
IOLA 9,650	News (e) 2,252	.018	.018	(INS) (†) (J) (156)	Milford C. Langley	Mrs. M. C. Langley M. C. Langley	Mrs. M. C. Langley Wallace Anderson (sp)	M. C. Langley Ethel B. Langley (cm)	M. C. Langley	A. E. Oren
	Register (e) 3,396x	.025	.025	(R) (AP) (†) (J) (none)	Chas. F. Scott	Chas. F. Scott Joe Myler	Joe Myler	Angelo C. Scott	Emerson E. Lynn Clarence Mundis (cl)	H. E. Whitaker L. E. Varner (j)
JUNCTION CITY 6,699	Union (e) 3,200	.025	.02	(I) (AP) (J) (156)	John Montgomery & Son	Harry E. Montgomery	E. Tettjel	John Montgomery (bm)	Ward Kehler	Ed. Verbecca
KANSAS CITY 118,300	Kansan (e) 20,998	.07	....	(I) (UP,INS) (mer) (†) (27)	Sen. Arthur Capper	W. A. Bailey	C. H. Nohe Cyril Scott (sp)	W. A. Bailey Lloyd Smith (cm)	Knowlton Parker M. S. Weed (cl)	W. B. Parsell
	Sunday edition (S) 21,022	.07	....							
KIOWA 1,600	Record (m)	.013	.013	(I) (d) (none)	F. E. Hagenbuch	F. E. Hagenbuch				
	Sunday edition (S)	.013	....							
LAWRENCE 14,125	Journal-World (e) 5,923x	.035	....	(R) (AP) (†) (J) (1-84)	World Co.	W. C. Simons J. W. Murray	E. A. Edwards	W. C. Simons Dolph Simons (bm) Grace Farris (cm)	R. A. DeWatterville Dolph Simons (n) R. A. DeWatterville (cl)	E. A. Farris
LEAVENSWORTH 22,987	Times (e) 7,000	.04	.04	(R) (AP) (131-159-67)	D. R. Anthony Estate	D. R. Anthony, Jr.	Fred Post Leonard Jordan (sp)	H. H. Seckler (bm)		
	Sunday edition (S) 7,000	.04	....							
LYONS 2,985	News (e) 2,365	.02	.02	(I) (AP) (J) (none)	Lyons Pub. Co.	Paul A. Jones	Jay Baugh	Paul A. Jones S. H. Jones (cm)	Elwood Tobias	J. H. Myers P. A. Jones (j)
McPHERSON 5,800	Republican (e) 1,378	.018	....	(R) (AP) (J) (none)	W. J. Krehbiel					
MANHATTAN 10,960	Chronicle (m) 2,110	....	....	(R) (AP) (J) (83)	Seaton Pub. Co.	Fay N. Seaton	Dwight King (m) Mary Kimball (e) E. Richardson (sp-m) G. Venneberg (sp-e) Dwight King (Su)	Fay N. Seaton R. Youngman (bm-m) Fay N. Seaton (bm-e) B. F. Sweet (cm)	R. L. Youngman (m) Anna Shellenbaum (e) Fay N. Seaton (n)	Roy Cook E. T. Brown (j)
	Mercury (e) 2,660	....	....							
	Combined daily (me) 4,770	.04	....							
	Sunday edition (S) 2,110	.04	....							
NEODESHA 4,310	Sun (e) 1,100	.02	....	(I-R) (AP) (156)	C. E. Crowdery					
NEWTON 10,200	Kansan-Republican (e) 3,675	.025	.025	(R) (AP) (J) (156)	Kansan Ptg. Co.	J. L. Napier	J. L. Napier	J. C. Mack W. T. Bolin (cm)	Mrs. R. W. Black J. C. Black (n)	H. F. Nolte
NORTON 2,680	Telegram (e) 1,929	.025	.018	(AP) (†) (J) (none)	Telegram Pub. Co.	C. L. Jacoby	C. L. Jacoby	C. L. Jacoby C. M. Rose (bm)	C. M. Rose Viola Burnham (cl)	
OTTAWA 10,782	Herald (e) 5,225x	.04	.04	(I) (AP) (†) (J) (83)	R. A. Harris & Sons	W. E. Gilliland	W. E. Gilliland Lawrence Piper (sp)	Sidney F. Harris (bm) E. S. Bigler (cm)	C. W. Moody Ray Miller (cl)	A. C. Heigele Guy Spenny (j)
PARSONS 19,800	Sun (e) 5,826	.045	....	(AP) (83)	Lester M. Combs			Lester M. Combs G. C. Krause (cm)		
	Sunday edition (S)	.045	....							
PITTSBURG 20,000	Sun (m) 5,766x	....	....	(R) (AP) (83)	Pittsburg Pub. Co.	F. W. Brinkerhoff		G. A. Winters D. E. Slagle (cm)	F. H. Vandergrift	Aug. Simion
	Headlight (e) 6,285x	....	....							
	Combined daily (me) 12,051x	.07	.07							
	Sunday edition (S) 5,921x	.07	....							
PRATT 6,000	Tribune (e) 2,290	.025	.02	(I) (AP) (†) (J) (none)	Tribune Pub. Co.	Chas. W. Pratt	Mrs. Frances Tupper	Cecil P. Rich (bm) Wade Eubank (cm)	Paul Tupper	Cecil P. Rich
SALINA 19,000	Journal (e) 12,219	.06	.073	(R) (AP) (†) (83)	R. J. Laubengayer	R. F. Bailey F. J. Lados	Dorethea Smith Stuart Dunbar (sp)	Roy F. Bailey John B. Smith (cm)	Earl C. Woodward C. H. Harper (n) Roy F. Bailey (cl)	L. C. Magill
TOPEKA 62,800	Capital (m) 42,915	.10	....	(R) (AP,UP) (†) (J) (27)	Sen. Arthur Capper	Harold C. Chase Chas. H. Sessions	Clark Cross Arthur Conklin (sp)	Marco Morrow H. S. Blake (bm) R. W. Wohlford (cm)	F. B. Cunningham W. R. Gilmore (cl)	A. Ashton H. J. Brockman (j)
	Sunday edition (S) 43,582	.10	....							
	State Journal (e) 21,828	.07	....	(I-R) (AP) (14)	Frank P. MacLennan	F. P. MacLennan A. J. Carruth, Jr.	R. E. Lewis Carlos E. Hobbs (sp)	Frank P. MacLennan Wm. P. Snyder (bm) Morris D. Milan (cm)	Paul T. Morgan	Otto L. Rahn
WELLINGTON 7,783	News (e) 2,625	.021	.021	(I) (AP) (J)	H. L. Woods	H. L. Woods	Fred Kraft, Jr. Eddie J. Shaw (sp)	H. L. Woods H. J. Alexander (bm)	H. J. Alexander	William McKinley Thos. L. Mustain (j)

(*Continued on page 50*)

15,559,250 Lines of Paid Advertising Published in 1928

In The Three Eagles of Wichita

A gain of 4,596,179 lines over the previous high mark made in 1927

This great advertising record reflects the prosperity of the Wichita Trade Territory and the undisputed leadership of The Three Eagles as Kansas' Largest and Greatest Newspapers.

We predict 1929 will be even better for advertisers who ride to the height of prosperity in this territory on the Wings of The Three Eagles of Wichita.

THE WICHITA EAGLE

MORNING — EVENING — SUNDAY

Victor Murdock, Editor Marcellus Murdock, Publisher
Sidney D. Long Manager of Business and Circulation
Bill Allen, Advertising Director

Represented Nationally by
THE S. C. BECKWITH *Special Agency*

New York Philadelphia Atlanta Detroit Chicago Kansas City St. Louis San Francisco

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

KANSAS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
WICHITA 99,300	Beacon (e) 47,207 Sunday edition (S) 51,819	.12 .12	.12	(R) (AP,INS) (†) (J) (E) (96)	M. M. Levand	R. E. Wilson Sidney Coleman	Paul Wellman Roy Sourbeer (sp) Ed. Prell (Su)	M. M. Levand John R. Levand(cm)	Charles Claus Arthur T. Butler (n) R. L. Weyber (cl)	Frank E. Griffin
	Eagle (m) 57,630 Eagle (e) 24,833 Combined daily (me) 82,463 Sunday edition (S) 67,453	.16 .... .20 .18	.08	(I) (UP,AP) (*Su) (mer) (†) (mer (J) (E) (10)	Marcellus M. Murdock	Victor Murdock John Reed (me-m) J. B. Dome (me-e)	Sam Kiefner (m) J. B. Winsted (e) F. Lightner (sp-m) Kelly Cousins (sp-e) Lester Kimmel (Su)	S. D. Long (bm) C. W. Speer (bm-sup) S. D. Long (cm)	H. W. Allen H. F. Bailey (cl)	Dee Allen (j)
WINFIELD 11,287	Courier (e) 4,970	.035	.02	(R) (AP) (J) (none)	William G. Anderson	Wm. G. Anderson	H. L. Hart (sp)	W. G. Anderson L. N. Lydick (cm)	Marion W. Stauffer G. H. Honnold (n)	G. W. Beaman W. H. Fiske (j)

KENTUCKY

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ASHLAND 32,404	Independent (e) 8,201x Sunday edition (S) 8,948x	.05 .05	....	(I) (AP,UP) (83)	Ashland Pub. Co.	B. F. Forgey J. T. Norris	E. W. Donaldson Brady Black (sp) C. E. Forgey (Su)	B. F. Forgey J. T. Norris (bm) C. R. Zachem (cm)	E. S. Cogan	J. W. Hughes
BOWLING GREEN 15,000	Times-Journal (e) 2,831	.018	....	(D) (INS) (J) (30)	Times-Journal Pub. Co. Inc.	J. G. Denhardt W. C. Meehan	W. C. Meehan	Geo. J. Moss Frank Paterson (cm)	Emma Blewett George J. Morse (n)	M. H. Jackson
	Park City News (e) 2,942x	.025	.02	(D) (AP) (†) (J) (156)	C. M. Gaines	C. M. Gaines D. T. Caywood	P. Turpin T. Hazelton (sp)	C. M. Gaines A. Temple (cm)	J. K. Ditto Tom B. Marshal (n) Mrs. R. Martin (cl)	Joe B. Sublett
COVINGTON 59,000	Kentucky Post (e) 29,841 Sunday edition (S) 22,772	.065 .065	.05 .05	(I) (UP) (†) (143)	Post Pub. Co.	B. I. Susong Tom Green, Jr.	James Keith (Su)	C.H.Willenborg (bm) Harris Jarrett (cm)	C. H. Willenborg (n)	John B. Green
	Kentucky Times-Star (e) 21,211	.07	....	(R) (AP,INS) (†) (J) (E) (108-125)	Charles P. Taft	Hulbert Taft Harry Meier	W. H. Shafer Nixon Denton (sp)	C. H. Rembold Geo. Fries (bm) W. J. Schultz (cm)	Edw. Mangan F. J. Oexman (n) E. O. Singafoose (cl)	Jo. Illig (j)
DANVILLE 7,000	Advocate (e)	.021	....	(D) (d) (none)	W. V. Richardson	W. V. Richardson				
	Messenger (e) 2,615	.022	.016	(D) (UP) (J) (59)	J. Curtis Alcock	J Curtis Alcock J. Sterling Towles	J. Sterling Towles	J. C. Alcock (bm)		I. G. Jackson
FRANKFORT 11,439	State Journal (m) 3,238 Sunday edition (S) 3,238	.025 .025	....	(D) (AP) (J) (1)	State Journal Co.	James L. Newman				
FULTON 3,415	Leader (e)	.018	....	(D) (AP) (J) (d) (none)	R. T. & J. H. Moore	R. T. & J. H. Moore				
HENDERSON 15,500	Gleaner (m) 2,718x Journal (e) 1,050 Total Daily (me) 3,768 Sunday edition (S) 3,441	.... .04 .04	....	(D) (AP) (J) (48)	Leigh Harris	Leigh Harris				
HOPKINSVILLE 15,000	Kentucky New Era (e) 3,950	.025	.02	(D) (AP) (J) (none)	A. W. Wood	A. W. Wood Spalding Trafton	Dudley H. Taylor T. F. Wood (sp)	Thomas F. Wood (bm) R. D. Moseley (cm)	A. W. Wood, Jr.	Frank Torian Thomas F. Wood (j)
LEXINGTON 48,700	Herald (m) 19,423 Sunday edition (S) 18,487	.07 .07	.043 .043	(D) (AP) (35)	Desha Breckinridge	D. Breckinridge T. R. Underwood	Robert Kay F. K. Hoover (sp)	R. J. Breckinridge J. B. Kilgo (cm)	Henry L. Ehlbert C. D. Thompson (j)	Norman P. Miller
	Leader (e) 20,400 Sunday edition (S) 20,405	.08 .08	.043 .043	(R) (AP,CP) (†) (83)	Lexington Leader Co.	John G. Stoll James M. Ross	Charles Dickerson N. Dunn (sp)	Fred B. Wachs C. W. Crum (cm)	D. B. Weer	
LOUISVILLE 329,400	Courier-Journal (m) 97,349 Times (e) 82,880 Total Daily (me) 180,229 Sunday edition (S) 145,419	.... .29 .27	....	(I-D) (AP,INS) (*S) (†) (E) (10)	Judge R. W. Bingham	Judge R. W. Bingham A. Ransdell (me-m) A. Y. Aronson (me-e)	Neil Dalton (m) B. Dudley (sp-m) T. S. Perkins (e) L. McNeely (sp-e) A. B. Ransdell (Su)	Emanuel Levi H. W. Stodghill (bm)	A. R. Magee (n) O. S. Wespe (cl)	Geo. F. Middendorf
	Herald-Post (e) 71,003 Sunday edition (S) 63,030	.15 .12	.08	(I) (AP,UP,US) (*S) (†) (E) (85)	James B. Brown	James B. Brown Geo. R. Newman	Charles Foley P. J. O'Donnell (sp)	R. C. Kennedy M. F. Aronhime (bm) H. Fenton (cm)	M. L. Aronson B. H. McCann (n) E. P. Bain (cl)	W. W. Stouffer
MADISONVILLE 8,500	Messenger (e) 4,178	.025	.021	(D) (AP) (J) (none)	Madisonville Pub. Co. Inc.	Edgar Arnold Woodson Browning	Albert Larmouth Brice Salmon (sp)	Edgar Arnold Woodson Browning	Edgar Arnold (n)	Carl Harris J. D. Shain (j)
MAYFIELD 10,553	Messenger (e) 4,476	.03	....	(D) (AP) (J) (156)	George J. Covington	George Bingham				
MAYSVILLE 6,385	Bulletin (m)	.014	....	(D) (J) (30)	M. J. McCarthy & Co.	Geo. R. McCarthy				
	Independent (m)	.02	....	(D) (AP) (J) (156)	James Purdon	J. D. Littlejohn				
	Public Ledger (e)	.014	....	(3)	Clarence Mathews	W. B. Mathews				
MIDDLESBORO 12,000	News (e) 2,090	.025	.018	(I) (UP) (J) (116-4)	Citizens News Co., Inc.	R. L. Kincaid	R. L. Kincaid Guy Easterly (sp)	R. L. Kincaid	Guy Easterly Ruth Moore (n)	Miles E. Wright
OWENSBORO 25,439	Inquirer (e) 7,222x Sunday edition (S) 7,368x Messenger (m) 9,071x Total Daily (me) 16,293x Sunday edition (S) 9,340x	.... .08 .08x	....	(D) (AP) (none)	Owensboro Pub. Co.	Lawrence W. Hager J.M.Pendleton (me)	D.O'D.Dougherty (M) W. E. Daniel (E) J. Whitmer (sp) (M) L. D. Gasser(sp) (E) J. M. Pendleton (Su)	W. Bruce Hager Geo. M. Fuqua (bm) D. Atherton(cm) (M) J. Conrey (cm) (E)	G. A. Yancey L. C. Cummings (n)	Ernest Vogel (M) M. R. Smith (E)

(*Note: Sunday Inquirer and Sunday Messenger merged, with joint national rate of 8 cents a line)

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
PADUCAH 40,000	News-Democrat (m) 10,606x Sunday edition (S) 11,811x	.05 .05	....	(D) (AP) (83)	Geo. H. Goodman	Geo. H. Goodman L. P. Robertson	Joe La Gore Charles M. Noel (sp)	W. H. Lackey K. R. Brown (cm)	W. H. Lackey Mrs. M. Campbell (cl)	W. M. Smoot
	Sun (e) 10,473x	.05	.04	(I) (AP) (1)	Sun Pub. Co.	Edwin J. Paxton E. C. Mitchell	J. T. Russ Sam Livingston (sp)	Jos. L. Roth (bm) C. M. Givens (cm)	Edwin H. Mammen R. D. Brown (cl)	Wm. Munsell
RICHMOND 7,500	Register (e) 4,853	.035	....	(D) (AP) (J) (30)	Daily Register Co.	Keen Johnson	James Miller	Keen Johnson	E. T. Wiggins	J. W. Wiggins
WINCHESTER 11,111	Sun (e) 5,132	.025	....	(D) (AP) (J) (59)	C. C. Robbins	C. C. Robbins				

(*Continued on page 52*)

The Courier-Journal
THE LOUISVILLE TIMES
Now 180,229 Daily—145,419 Sunday

Unbroken Dominance In the Big Louisville Market for 102 Years

3/4
Of All Advertising Run In Louisville

—in 1928 was carried by The Courier-Journal and Louisville Times. And an even greater percentage of the year's national advertising lineage appeared in these papers.

The reasons for this pre-eminent leadership are simple. Through 102 years The Courier-Journal and Louisville Times have maintained progressive policies and have published newspapers nationally renowned for their excellence. As a natural consequence, their circulation has shown an accelerating growth until today these foremost Kentucky papers offer dominant coverage of all Kentucky and Southern Indiana—and 95% in Louisville!

Unquestionably, the best and most economical way in which to open the purse of the well-to-do Louisville market is through the medium of The Courier-Journal and Louisville Times.

An accurate, up-to-date census of the circulation of The Courier-Journal and Times in each section of Louisville will be furnished on request.

Louisville's Population 329,400—U. S. Census Report, July 1, 1928

Member The 100,000 Group of American Cities, Inc.

Member Audit Bureau of Circulation.

Represented Nationally By The S. C. Beckwith Special Agency

Total Advertising

The Daily Courier-Journal and The Louisville Times	20,659,960
The Other Louisville Daily Newspaper	5,903,222
The Sunday Courier-Journal	5,547,674
The Other Sunday Paper	2,932,322

TOTAL ADVERTISING

National Advertising

The Daily Courier-Journal and The Louisville Times	5,012,675
The Other Louisville Daily Newspaper	678,254
The Sunday Courier-Journal	980,451
The Other Sunday Paper	242,154

NATIONAL ADVERTISING

Local Display Advertising

The Daily Courier-Journal and The Louisville Times	12,231,582
The Other Louisville Daily Newspaper	4,505,475
The Sunday Courier-Journal	3,975,003
The Other Sunday Paper	2,515,777

LOCAL DISPLAY

Classified Advertising

The Daily Courier-Journal and The Louisville Times	3,365,965
The Other Louisville Daily Newspaper	464,705
The Sunday Courier-Journal	590,215
The Other Sunday Paper	170,845

CLASSIFIED

544,027 Lines *Increase* In National Advertising Over 1927

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

LOUISIANA

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALEXANDRIA 25,000	Town Talk (e)	9,098	.04	.036	(D) (AP) (J) (162,84)	R. C. Jarreau	R. C. Jarreau	H. H. Mobley R. W. Brewer (sp)	Hunter Jarreau J. E. Richardson (cm)	Hunter Jarreau Julia Brown (cl)	Geo. H. Dale Jno. R. Senseney (j)
BATON ROUGE 27,832	Advocate (m)	2,500	....	....	(D) (AP) (20)	Chas. P. Manship	Chas. P. Manship Jack Adams (me-m) C. P. Liter (me-e)	A. E. Alleman (m) I. B. Ogden (e) I. Spencer (sp-m) Nat Sheet (sp-e)	Chas. P. Manship Alvin Sholar (cm-m) Theo. Boudoin (cm-e)	Herbert S. Benjamin N. A. Pritchard (n) Alvin Meyer (cl)	Will Cabell
	State-Times (e)	9,777	....	....							
	Combined daily (me)	12,277	.06	.05							
	Sunday edition (S)	3,500	.06	....							
CROWLEY 6,839	Signal (e)	1,455	.018	....	(I) (AP) (J) (none)	Signal Pub. Co.	W. W. Duson, Jr.	W. W. Duson, Jr.			
LAFAYETTE 13,000	Advertiser (e)	3,450	.03	.03	(D) (AP) (J) (68)	Advertiser-Gazette, Inc.	T. M. Callahan Will F. Candler	Will F. Candler J. O. LeBlanc (sp)	T. M. Callahan S. A. Mouton (bm) Horace J. Forey (cm)	Scranton Mouton Ethel Forey (cl)	O. A. Fournet
LAKE CHARLES 17,265	American-Press (e)	5,607	.04	.03	(D) (AP) (162-84)	American-Press Co. Ltd.	Frank A. Smith	Robert R. Faxon Sylvan Prater (sp)	Frank A. Smith (bm) L. C. Martin (cm)	Sydney Harris Van M. Andrus (n) M. V. Vincent (cl)	Clay E. Ruckstuhl
MONROE 30,000	News-Star (e)	10,451	.06	.03	(D) (AP) (J) (83)	News-Star Pub. Co., Ltd.	C. E. Faulk C. A. Hazen	H. H. Brinsmade M. Hollingsworth (sp)	C. E. Faulk J. W. Worthington (bm) R. R. Russell (cm)	M. E. McCarthy C. F. Worthen (n) Esther Tarver (cl)	E. B. Nayler J. A. Boyer (j)
NEW ORLEANS 429,400	Tribune (m)	38,273	.10	....	(I-D) (AP,UP,UN,CP) (†) (E) (102)	James M. Thomson	Marshall Ballard Clark Salmon	Don Higgins Chas. Campbell Fred Digby (sp) Calvin Stith (Su)	A. G. Newmyer P. J. Thomson (bm) Chas. Namais (cm)	L. R. Jalenak C. W. Hancock (n) A. J. Neville (cl)	John Haindel Wm. Hayden (j)
	Item (e)	62,723	.16	....							
	Combined daily (me)	100,996	.20	.13							
	Sunday edition (S)	79,718	.18	....							
	States (e)	51,521	.15	.09	(D) (AP,US,INS) (†) (E) (17)	Col. Robert Ewing	J. Walker Ross	J. E. Crown Harvey Martinez (sp) J. E. Crown (Su)	P. K. Ewing J. R. Fisher (acting-bm.) C. J. Goehringer (cm)	J. L. Ewing B. J. Gill (n) I. Weinstein (cl)	J. B. Ducels
	Sunday edition (S)	93,126	.18	.10							
	Journal of Commerce (m)	.....	.064	....		News Pub. Co.	W. L. Kidston				
	Times-Picayune (m)	94,067	.20	....	(I-D) (AP, UP, NYW, CT) (*Su) (mer) (†) (E) (35)	Times-Picayune Pub. Co.	L. K. Nicholson Martin T. Durkin	L. R. Brooks Wm. McG. Keefe (sp) C. P. Jones (Su)	L. K. Nicholson John F. Tims, Jr. (bm) John M. Black (cm)	L. F. Blackburn (local) Roland Ladreyt (n) D. W. Coleman (cl)	F. K. Forstall
	Sunday edition (S)	132,436	.25	....							
RUSTON 3,750	Leader (e)	576	.018	....		Savey M. Lewis					
SHREVEPORT 81,300	Journal (e)	20,302x	.07	.08	(D) (UP,AP,CP) (J) (83)	D. Attaway	D. G. Frantz	W. W. Moore Otis Harris (sp)	D. Attaway W. A. Barfield (bm) W. D. Green (cm)	A. C. Harris E. Johnson (cl)	S. B. Harper
	Times (m)	39,078x	.11	....	(D) (AP,UP,US) (†) (17)	Col. Robert Ewing John D. Ewing (Asso.)	Albert Witt	"Duke" Wellington Joe R. Carter (sp)	John D. Ewing L. A. Mailhes (bm) Michael Cohen (cm)	F. D. Holt Richard Hale (n) Roy Faulkner (cl)	
	Sunday edition (S)	51,870x	.14	....							

MAINE

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AUGUSTA 16,500	Kennebec Journal (m)	11,333	.065	.065	(R) (AP) (J) (107)	Charles F. Flynt			C. F. Flynt Ed Bryon (cm)		
BANGOR 26,830	Commercial (e)	.....	.05	....	(R) (AP) (†) (107)	J. Norman Towle					
	News (m)	31,974	.075	....	(R) (AP) (126-128)	Bangor Pub. Co.	J. Norman Towle	L. T. Smith	W. B. Reed	W. B. Reed	Claude Downs
BATH 17,751	Times (e)	2,091	.039	.029	(R) (AP) (J) (167)	Times Company	Harry C. Webber	A. K. Purington E. Stover (sp)	F. B. Nichols M. C. Stewart (cm)	F. B Nichols M. C. Stewart (cl)	F. Edney (j)
BIDDEFORD 27,000	Journal (e)	5,548	.025	.022	(I-R) (AP) (J) (107)	Journal Pub. Corp.	R. F. Wormwood	T. J. Mahoney	James A. Cook	James A Cook	W. H. Harmon C. W. Watson (j)
LEWISTON 36,600	Sun (m)	17,998	....	....	(I) (R) (AP) (107)	Lewiston Sun, Inc.	George W. Wood (m) Arthur G. Staples (e)	N. W. Benner (m) D. S. Dexter (e) Ray Shaw (sp-m) N. Thomas (sp-e)	L. B. Costello F. S. Hoy (bm) A. L. Richan (cm)	Frank S. Hoy R. Whittum (cl)	
	Journal (e)	12,903	....	....							
	Combined daily (me)	30,901	.10	.075							
PORTLAND 78,600	Press-Herald (m)	37,160	....	....	(R) (AP,INS) (107)	Guy P. Gannett	H. M. Bigelow (m) Fred K. Owen (e) A. M. Goodwin (Su) N. E. Gordon (me)	P. E. Cousins (m) P. A. Pachelder (e) W. Cornish (sp-m) E. D. Small (sp-e) A. M. Goodwin (Su)	Roy L. Wardell E. Humphrey (asst.-mgr.) R. E. Gray (cm)	D. R. Davis H. E. Beverage (cl)	Arthur L. Merrill
	Express (e)	24,469	....	....							
	Combined daily (me)	61,629	.16	.11							
	Sunday edition (S)	39,434	.12	.075							
	News (e)	15,020	.05	.039	(I-R) (UP) (†) (E) (130)	C. H. Tobey	E. Gruening D. W. Hogg	C. W. Giddinge A. C. Buck (sp)	C. H. Tobey D. L. Minster (cm)	W. H. Bruce H. D. Johnson (cl)	A. H. Cobb
WATERVILLE 16,327	Sentinel (m)	6,814	.03	.03	(I) (AP) (107)	Sentinel Pub. Co.	F. W. Manson C. A. Lewis	E. D. Talberth V. C. Toomey (sp)	C. A. Lewis		C. R. Fitch

MARYLAND

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANNAPOLIS 13,250	Capital (e)	2,575	.025	.022	(I-D) (AP) (J) (48)	Capital Gazette, Inc.	Harry G. Carroll (me)	F. O. White E. M. Jackson (sp)	Harry G. Carroll J. B. Moore (cm)	Harry G. Carroll	M. De Conway
BALTIMORE 830,370	American (S)	155,998	.35	.21	(I) (INS,US) (†) (J) (E) (22)	John E. Cullen	William M. Baskervill	Ralph Sybert Rodger Pippen (sp) James Nelson (Su)	C. B. Julian (cm)	John Elmer L. J. Maloney (cl)	N. J. Quimper
	News (e)	146,238	.30	.14	(I) (AP,INS,US) (†) (J) (E) (16-90-36)	John E. Cullen	William M. Baskervill	Andrew Banks Roger Pippen (sp) James Nelson (Su)	C. B. Julian (cm)	John Elmer L. J. Maloney (cl)	N. J. Quimper
	Post (e)	84,426	.22	.12	(I) (UP) (†) (E) (143)	Baltimore Post Co.	Harold D. Jacobs Andrew D. Brashears	James C. Mullikin J. Lester Scott (sp)	W. G. Chandler J. C. Flagg (bm) Nathan Sherry (cm)	Urban J. Kraemer Wilton H. Gladmon (n) Bernard E. Schnaper (cl)	Charles Hamblin
	Sun (m)	146,858	....	....	(I-D) (AP,UP,CP) (*Su) (†) (E) (168-124-142-37-92-63)	Paul Patterson	John W. Owens (m) Hamilton Owens (e) Stan Reynolds (me-m) J. Ed Murphy (me-e)	G. P. Trussell (m) Bruce Ernest (e) W. A. Biggs (sp-m) Paul Menton (sp-e) H. L. Cooling (Su)	W. F. Schmick (bm) C. O. Reville (cm-m) E. Kavanaugh (cm-e)	W. K. Wall (local) J. W. Dove (n) Geo. T. Bertsch (cl)	Louis F. Fries
	Sun (e)	139,746	....	....							
	Combined daily (me)	286,604	.50	.43							
	Sunday edition (S)	189,975	.50	....							

(*Continued on page 54*)

First FOR THE South

Again The Times-Picayune Leads the South!

Again, in 1928, The Times-Picayune led the Honor Roll of Southern Newspapers! 18,615,202 lines of paid advertising was The Times-Picayune's record for the year just closed, 876,306 lines more than the second greatest Southern record. Year after year The Times-Picayune maintains its place at the top! Year after year New Orleans' leading newspaper also leads the entire South!

Southern Leaders
and their advertising records for 1928:

New Orleans Times-Picayune	18,615,202 lines
Birmingham News	17,738,896 lines
Houston Chronicle	15,567,900 lines
Atlanta Journal	15,433,348 lines
Dallas Times-Herald	15,292,426 lines
Memphis Commercial Appeal	14,577,416 lines
Louisville Courier Journal	13,922,353 lines
Houston Post Dispatch	13,622,292 lines
Louisville Times	12,285,280 lines*
Dallas News	11,917,844 lines
Richmond News Leader	11,710,062 lines*
Atlanta Constitution	10,952,746 lines
Fort Worth Star Telegram	10,795,212 lines

* Six day figures

How The Times-Picayune Led in New Orleans During 1928

Local Display	lines	National	lines	Classified	lines	Total	lines
The Times-Picayune	11,534,035	Times-Picayune	3,089,240	Times-Picayune	3,991,927	Times-Picayune	18,615,202
Second Newspaper	6,754,691	Second Newspaper	1,474,008	Second Newspaper	1,520,457	Second Newspaper	9,749,156
Third Newspaper	6,619,960	Third Newspaper	1,032,326	Third Newspaper	1,026,794	Third Newspaper	8,679,080
Fourth Newspaper	3,630,999*	Fourth Newspaper	742,800*	Fourth Newspaper	1,015,224*	Fourth Newspaper	5,389,023*

*Six day figures.

The Times-Picayune published more paid advertising in 1928 than the second and third New Orleans newspapers combined, more National advertising than the second and third combined and more Classified advertising than ALL the other New Orleans newspapers combined.

New Orleans Is A One-Paper Market!

The Times-Picayune

In New Orleans

Member 100,000 Group of American Cities, Inc.
Member of Associated Press

Representatives: Cone, Rothenburg & Noee, Inc.
Pacific Coast Representatives: R. J. Bidwell Co.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MARYLAND (Cont'd)

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CAMBRIDGE 10,000	Banner (e)	1,436	.02	....	(D) (AP) (J) (48)	Webb & Webb	P. Watson Webb		P. Watson Webb E. R. McNamara (cm)	P. Watson Webb	Marion Hart
CUMBERLAND 35,000	News (m)	10,395x	.05	....	(AP) (133)	Daily News Co.			C. W. Donnelly (bm) R. W. Armbruster (cm)		
	Times (e)	14,232x	.06	....	(D) (AP) (J) (48)	Joseph B. Finan			Joseph B. Finan (bm) J. K. Mooney (cm)		
	Sunday edition (S)	13,045x	.06	....							
FREDERICK 14,260	Post (m)	4,077	....	....	(I) (AP) (J) (147)	Great So. Ptg. & Mfg. Co.	R. E. Delaplaine (me) W. T. Delaplaine (me)	J. L. C. Sunday (m) A. T. Brust (e)	W. Brandenburg (cm)	Franklin Marsh (n) James Walter (cl)	Wm. S. Bennett T. A. Whitmore (j)
	News (e)	4,857	....	....							
	Combined daily (me)	8,934	.04	.036							
HAGERSTOWN 38,000	Globe (e)	2,091	.025	....	(I) (INS) (J) (48)	Globe Pub. Co.	Leonard D. Emmert				
	Herald (m)	5,066x	....	....	(R) (AP) (J) (22-128)	Herald-Mail Co.	C. Neill Baylor (m) J. Albert Hawken (e)	..... Frank Colley (sp-m). Richard Rauth (sp-e)	S. E. Phillips Frank D. Weltz (cm)	.....	R. N. Startzman (j)
	Mail (e)	8,087x	....	....	(D) (AP) (J) (22-128)						
	Combined daily (me)	13,153x	.05	.053							
SALISBURY 8,368	Times (e)	3,085	.025	....	(D) (AP) (J) (48)	News Publishing Co.					

MASSACHUSETTS

City Population	Name of Newspaper	Circulation	Nat.	Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AMESBURY 11,229	News (e)	2,550	.025	.02	(I) (J) (48)	Amesbury Pub. Co.	Edwin J. Graves		Chester S. Coffin	Chester S. Coffin	J. F. Coffin E. R. Coffin (j)
ATTLEBORO 24,664	Sun (e)	5,678x	.035	.025	(I-R) (AP) (J) (68)	John H. Vallette	Charles C. Cain, Jr. John H. Vallette	F. P. Feeney Eiden Berthold (sp)	John H. Vallette (bm) Eiden Berthold (cm)	Harold A Millard G B. Gay (cl)	A. A. Feeney Robert Belcher (j)
BEVERLY 25,393	Times (e)	5,173	.043	....	(R) (126)	T. Leavitt			T. Leavitt		
BOSTON 799,200 (corp) 1,856,000 (met.)	American (e)	280,964	.50	.30	(I) (AP,US,INS) (E) (21-36)	E. W. Parsons	E. R. Mahoney (e)	Win Brooks (e) Bert Ford (Su) Nick Flatley (sp-e). W. Nickerson (Sp-S). J. K. Gowen, Jr. (Su)	J. F. Cullen (bm). M. S. Lunn (cm)	W. Thomas (adv. dir.). James E. Welch (n). L. M. Crowther (cl).	
	Sunday Advertiser (S)	486,544	.75	.30							
	Advertiser (m)	181,381	.32	....							
	Christian Science Monitor (e)	118,486	.60	.50	(I) (AP) (†) (J) (E) (117a-47a-28a)	Christian Science Pub. Society	Christian Science Monitor Editorial Board Roland R. Harrison	Arthur W. Stubbs Geo. M. Holmes (sp)	Charles E. Heitman Herbert A. Johnson (cm)	Norman S. Rose Hudson C. Burr (n) Norman S. Rose (cl)	A. Weston (production) Berton G. Wands (j)
	One Regional edition	....	.45	.38							
	Two Regional edition	....	.30	.25							
(*Christian Science Editorial Board: Willis J. Abbot, contributing-ed; Roland R. Harrison, Executive-ed; Charles E. Heitman, Mgr. of Christian Science Pub. Society; Frank L. Perrin, chief Editorial writer.)											
	Globe (m)	140,951	....	....	(I) (AP,NYW) (†) (E) (124-168-63-92)	Globe Newspaper Co.	H. Wheeler (me-e)		W. O. Taylor (bm)		
	Globe (e)	158,205	....	....							
	Combined daily (me)	299,156	.50	....							
	Sunday edition (S)	338,878	.55	....							
	Herald (m)	11,357	....	....	(R) (AP,UP,NYT) (mer) (J) (E) (102)	E. W. Preston			E. W. Preston		
	Traveler (e)	154,014	....	....							
	Combined daily (me)	265,371	.50	....							
	Sunday Herald (S)	138,431	.40	....							
	News Bureau (m)	....	....	....	(UP) (none)	Hugh Bancroft	H. M. Cole		Guy Bancroft T. F. Lyons (cm)	Guy Bancroft	J. H. Kelly
	News Bureau (e)	....	....	....							
	Combined daily (me)	11,901	.35	.30							
	Post (m)	397,419	.60	....	(I-D) (AP,UP,CT,NYHT) (E) (85-13)	Richard Grozier	Richard Grozier Clifton B. Carberry	Edward J. Dunn H. G. Reynolds (sp). C. E. L. Wingate (Su)	Richard Grozier William H. Paul (bm). Edw. J. Maguire (cm)	A. H. Marchant E. K. Woodman (n) H. C. Stuart, Jr. (cl)	Joseph D. Hurley
	Sunday edition (S)	341,192	.55	....							
	Transcript (e)	34,730	.30	....	(I-R) (AP) (51-13)	Transcript Co.	George S. Mandell Henry T. Claus	Nelson C. Metcalf George Caren (sp) A. L. Fowler (sp)	L. M. Hammond L. Hammond, Jr. (cm)	Wm. F. Rogers T. P. Mandell (cl)	Fred O. Young
	Saturday edition (Sat)	49,372	.30	....							
BROCTON 70,000	Enterprise (e)	23,983	.075	.065	(I) (UP) (107)	Enterprise Pub. Co.	S. H. Rich D. M. Travis (news)	Robt. E. Riordon Jas. Burke (sp)	C. L. Fuller (bm) A. B. Carleton (cm)	W. F. Hallisey	W. W. Adams
	Times (e)	11,314	.045	.06	(I) (AP) (82)	John D. Bogart	John D. Bogart Chas. A. G. Jackson	J. M. Durant D. Doherty (sp)	John D. Bogart W. N. Churchill (bm) Cyrus Favor (cm)	E. W. Lawson	
CHELSEA 49,800	Record (e)	3,625	.018	....	(I) (UP) (none)	S. H. Robie	S. H. Robie	Herb. D. Hancock	S. H. Robie F. H. Carroll (cm).	H. D. Hancock Gladys M. Cotter (n) Ethel M. Brown (cl)	B. Zaiger
CLINTON 14,660	Item (e)	2,758	.015	.015	(I) (INS) (J) (107)	W. J. Coulter Press, Inc.	Harry F. Hartwell		Clarence C. Coulter	Clarence C. Coulter	C. C. Coulter (j)
EVERETT 43,300	News (e)	5,096	.04	....	(133)	Frederick W. Enwright	Arthur B. Peabody	Arthur B. Peabody Charles Gilson (sp)	Samuel F. Smith	Edward Hogan	Harry Kaplan
FALL RIVER 134,300	Globe (e)	7,807	.04	.06	(I) (AP) (E) (121)	Walter E. O'Hara	Allan J. Daniels (ms)	Frank W. Healey Archie Miller (sp)	A. B. Crosbere (bm-cm)	Wm. F. Connelly (n-cl)	Wm. A. McGrath (j)
	Herald-News (e)	24,679	.09	.06	(I) (AP,UP) (85)	C. F. Kelly	E. D. Tochill (me)	E. J. Leary F. J. McGrath (sp).	B. F. Hathaway (bm). W. H. Cooper (cm)	C. E. Sevigny T. A. O'Donnell (cl)	
FITCHBURG 45,200	Sentinel (e)	11,906	.045	.029	(I-R) (AP) (J) (107)	Sentinel Ptg. Co.	George H. Godbeer	George H. Godbeer Dennis Mulcahy (sp)	Frank C. Hoyt (bm) E. G. Wellington (cm).	Allan C. Inman E. G. Wellington (cl)	William R. Rankin Frank C. Hoyt (j)
FRAMINGHAM 22,700	News (e)	4,965	.025	....	(IR) (d) (126-128)	News Pub. Co.					
GARDNER 19,092	News (e)	4,496	.025	.021	(I) (AP) (107)	Walter E. Hubbard	Walter E. Hubbard	Joseph K. Colton Thos. F. Flynn (sp)	S. W. Rogers C. R. Carlson (cm)	S. W. Rogers	A. J. Lajoie
GLOUCESTER 23,407	Times (e)	7,268x	.035	....	(I-R) (126-128)	Times Co. Inc.			W. A. Procter (bm). Lester K. Brown (cm)		

(Continued on page 56)

AGAIN IN 1928
THE BALTIMORE NEWS

CONTINUED TO LEAD ALL EVENING PAPERS IN THE ENTIRE SOUTH

CIRCULATION FOR DECEMBER
▲ 155,616 ▲

AND NOW FOR 1929
THE BALTIMORE SUNDAY AMERICAN

OFFERS A CIRCULATION OF 174,000 WITH OVER 100,000 HOME DELIVERED

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"Nothing Succeeds Like Circulation"

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MASSACHUSETTS (Cont'd)

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
GREENFIELD 19,400	Recorder (e)	4,100	.03	.021	(R) (AP) (†) (J) (107)	Recorder Pub. Corp.	William P. Gorey	William P. Gorey Norman Corwin (sp)	Paul C. Belknap Frank Garcia (cm)	Edw. J. McHugh	F. McGarrah J. Strehle (j)
HAVERHILL 55,000	Gazette (e)	16,085	.043	....	(I-R) (AP) (51)	Robert L. Wright	William H. Heath Robert L. Wright	Raymond L. Mansfield C. I. Somerby (sp) A. E. Benner (news)	William J. Page (bm) J. A. Fareta (cm)	Fred B. Fuller Thornton E. Pike (cl)	
	Sunday Record (S)	12,860	.05	.04	(R) (J) (none)	Record Pub. Co.	Lewis R. Hovey	Ray L. Horsch Lewis R. Hovey (Su)	Clayton Maynard (cm)	N. W. Beane Laurence S. Hovey (n)	Calvin N. Pingree M. R. Hovey (j)
HOLYOKE 60,400	Transcript Telegram (e)	16,731	.065	.064	(I) (UP) (107)	William G. Dwight	William G. Dwight Arthur Ryan	Joseph E. Doyle Wm. F. Keating (sp)	Arthur Ryan W. Dwight, Jr. (cm)	Henry M. Healy K. M. McCann (n) Eileen Kingsley (cl)	Joseph J. Mahoney
LAWRENCE 98,000	Telegram (e)	8,510	.05	....	(R) (133)	Telegram Pub. Co.					
	Sunday Sun (S)	8,510	.05	....							
	Sunday News (S)	....	.05	....	(I) (78)	Leo. T. Mower					
	Eagle (m)	2,172	....	....	(D) (AP) (J) (19)	Hildreth & Rogers Co., Inc.	G. A. Mellen (me-e) I. E. Rogers (me-m)	Thos. D. Mann John A. O'Hearn Wm. F. Peters (sp)	A. H. Rogers F. R. Brailsford (cm)	C. T. Schueler Richard Zecchini (cl)	W. P. Pederick John J. Ragan (j)
	Tribune (e)	22,082	....	....							
	Combined daily (me)	24,254	.08	.06							
LOWELL 120,296	Courier Citizen (m)	15,212	....	....	(I) (AP) (19)	Courier-Citizen Newspaper Co.	Phillip S. Marden A. L. MacKinnon	Willis Beane (m) Chas. Gallagher (e) R. C. Paradis (sp)	William G. Spence A. E. Holdsworth (cm)	S. Foster Whipple C. J. McCarthy (cl)	Louis P. Goodrich
	Leader (e)	3,539	....	....							
	Combined daily (me)	18,571	.07	.07							
	Sun (e)	18,630	.07	....	(107)	John H. Harrington					
	Sunday Telegram (S)	17,085	.06	.055	(154-4-110)	B. L. Pommer	John A. Lamberton	John A. Lamberton F. E. MacLean (sp)	T. R. Atkinson	T. R. Atkinson M. Nerney (cl)	James J. Cronin
LYNN 105,500	Item (e)	17,025	.045	.045	(R) (AP) (107)	Hastings & Sons Pub. Co.	Charles H. Hastings Harold D. Valpey	Albert A. Pashby Geo. A. Ahearne (sp)	Chas. H. Hastings W. R. Hastings (cm)	John B. Quinn C. H. Hastings (n)	Everett E. Condon
	Telegram-News (e)	17,410	.05	.042	(D) (UP,INS) (E) (133)	Frederick W. Enwright	George E. Sprague	Joseph J. Cullen H. Southward (sp) G. E. Sprague (Su)	Fred'k Gluck (bm) Sam Smith (cm)	Fred Gluck	R. M. Nortan
	Sunday edition (S)	17,952	.05	....							
MARLBORO & HUDSON 26,107	Enterprise & Sun (e)	5,745	.03	.025	(I) (107)	Allan Markley	Allan Markley	Robert Wilcox Edw. S. Murphy (sp)	Allan Markley Leon T. Sheltry (cm)	G. E. Barrows	John Fahey
MEDFORD 52,900	Mercury (e)	5,772	.07	.07	(I) (UP) (J) (126)	J. D. P. Wingate	Samuel Sayward	Edward Cronin Fred'k Bosworth (sp)	J. D. P. Wingate Dana Kelley (cm)	George Norris G. Fine (cl)	A. B. Chapman
MILFORD 15,305	News (e)	4,680	.025	.02	(I) (INS) (107)	News Co.	William D. Leahy	Gerald M. Richardson R. H. Wilkinson (sp)	William D. Leahy (bm)		Charles B. Tomaso
NEW BEDFORD 125,000	Mercury (m)	9,550x	....	....	(I)	Benjamin H. Anthony	Z. W. Pease (m) Cooper Gaw (e) Z. W. Pease (me-m) Geo. A. Hough (me-e)	L. B. Soule (m) G. A. Hough, Jr. (e) L. B. Soule (sp-m) H. Williamson (sp-e) Cooper Gaw (Su)	B. H. Anthony J. T. Murray (bm) B. E. Howland (cm)	J. T. Murray	
	Standard (e)	22,313x	....	....	(R)						
	Combined daily (me)	31,863x	.10	.080	(AP) (*Su) (mer) (E) (51)						
	Sunday edition (S)	26,665x	.10	....							
	Times (e)	27,927x	.07	....	(I) (UP,INS) (†) (E) (154-35)	William J. Dunn	James Dunn P. I. Prentice	R. P. Cahill Oscar Enstein (sp)	Joseph P. Dunn Samuel Rosoff (cm)	Joseph P. Dunn Irene Murphy (cl)	Eugene Sweeney
NEWBURYPORT 16,782	News (e)	5,612x	.02	.02	(I-R) (J) (126)	News Pub. Co. Inc.	Fred E. Smith	G. A. Moody	Edward E. Hicken	Edward E. Hicken	N. D. Rodigrass Calvin Lawyer (j)
NORTH ADAMS 23,717	Transcript (e)	10,414	.04	.035	(I) (AP) (107)	James A. Hardman	James A. Hardman	Patrick J. Ryan Stuart Schouler (sp)	James A. Hardman David T. Williams (cm)	Charles G. Gatslick Clarence Miller (cl)	Joseph T. Lilly
NORTHAMPTON 24,000	Hampshire Gazette (e)	7,612	.035	.025	(R) (AP) (107)	H. S. Gere & Sons, Inc.	Joseph M. Lyman Collins H. Gere	Joseph M. Lyman'	H. W. De Rose A. F. Malley (cm)	H. W. DeRose A. F. Malley (cl)	T. F. Flynn
NORTH ATTLEBORO 12,000	Chronicle (e)	2,250	.018	.018	(R) (J) (128)	Chronicle Co.	Joseph W. Martin, Jr.	Chas. F. Martin Wm. Kittledge (sp)	Joseph W. Martin, Jr. Earl Swallow (cm)	Chas. F. Martin Grace Ward (cl)	C. E. Stewart Wm. Brackett (j)
PITTSFIELD 50,000	Berkshire Eagle (e)	18,615	.055	.055	(I-R) (AP) (none)	K. B. Miller	K. B. Miller D. J. Haylon	D. L. Coleman John Flynn (sp)	D. B. Miller George Fisher (cm)	Frank Couch Mable White (n)	Leroy Powell
QUINCY 67,600	News (e)	(new daily)	.05	....							
	Patriot Ledger (e)	11,726	.055	....	(I) (AP) (J) (19)	Geo. W. Prescott Pub. Co., Inc.	Oscar L. Stevens Ben Pearson	Ben Pearson Percy Lane (sp)	Russell C. Law W. H. Whitney (bm)	Hugh Boyd Al. R. Newall (n) Hugh Boyd (cl)	Campbell Wright Leroy Dyer (j)
SALEM 43,000	News (e)	21,470x	.07	.071	(I-R) (AP) (107)	News Pub. Co.		Willard B. Porter H. A. Sullivan (sp)	Harry E. Flint	Harry E. Flint	William F. Somes
SOUTHBRIDGE 15,550	News (e)	2,875	.022	.025	(I) (UP) (J) (none)	Allyn T. Gilbert	Allyn T. Gilbert	James D. Ryan	Allyn T. Gilbert D. K. Smith (bm) Andrew Tulley (cm)	John J. Casey D. K. Smith (n-cl)	Wilfred Sheppard
SPRINGFIELD 149,800	Republican (m)	23,456	....	....	(I) (AP) (*Su) (†) (154-85-43-118)	Richard Hooker	Waldo L. Cook Howard K. Regal	William H. Walsh Joseph Collins (sp) M. R. Ball (Su)	Sherman H. Bowles Arthur H. Yunker (bm) Raymond H. Beach (cm)	Donald W. Davis John Mannix (cl)	
	News (e)	40,564	....	....	(UP,INS) (†) (154-85-43-118)		John B. Callaghan	John B. Callaghan Joseph Collins (sp)	Sherman H. Bowles A. H. Yunker (bm) T. Murphy, Jr. (cm)	Donald W. Davis John Mannix (cl)	
	Union (m)	35,334	....	....	(R) (AP,CP) (†) (154-85-43-118)		Henry B. Russell Maurice Dickey	Arthur Stocker Wm. M. Hatch Leslie Stearn (sp) Victor M. Wall (sp)	Henry Rowman (bm) J. W. Nolan (cm)	Donald W. Davis John Mannix (cl)	
	Union (e)	33,514	....	....							
	Combined daily (me)	132,868	.28	....							
	Sunday edition (S)	67,927	.28	....							
TAUNTON 41,780	Gazette (e)	9,142x	.035	.025	(I-R) (AP,UP) (107)	William Reed & Sons Co.	James N. Lincoln William H. Reed	John A. Owens Wm. T. Mason (sp)	William H. Reed R. W. MacGlashing (sp)	G. Donald Guthrie W. H. Reed (n) G. D. Guthrie (cl)	William H. Reed
WAKEFIELD 16,021	Item (e)	3,314	.025	.025	(I) (J) (none)	Harris M. Dolbeare	Harris M. Dolbeare Gardner E. Campbell	Gardner E. Campbell Stanley O. Urquhart (sp)	Gardner E. Campbell A. M. Brown (cm)	G. E. Campbell A. M. Brown (cl)	Paul W. Mortimer (j)
WALTHAM 37,100	News-Tribune (e)	7,650	.035	.03	(I-R) (AP,UP) (J) (107)	A. P. Langtry	A. P. Langtry Edwin A. Lowe	Edwin A. Lowe Percy I. Shain (sp)	A. T. Skakle (bm) J. M. Kohler (cm)	R. G. Conner	Fred J. Reck F. W. Gray (j)
WEBSTER 18,500	Times (e)	2,934	.02	.02	(I) (UP) (J) (107)	R. W. Shelden	L. T. Daly	Carl Lorenz (sp)	R. W. Shelden O. W. Pichler (cm)	John Miller	F. I. Love

(Continued on page 58)

Comparing 1928 with 1927

The Boston Post showed a GAIN in DISPLAY Lineage

—and the Post was the *ONLY* Boston newspaper to show a *GAIN* in all *FOUR* classifications—

Local (Retail Stores) Advertising
National (Misc.) Advertising
Automobile Advertising
Amusement Advertising

Comparing 1928 with 1927
Total Advertising Lineage
(Daily and Sunday Combined)

	GAIN	LOSS
POST	1,045,941	
Globe		129,404
Herald		383,061
American		496,514
Advertiser		693,601
Transcript	160,063	

The Boston Post

Gained

More than a Million Lines of Advertising in 1928

(1927 was the Boston Post's Previous Record Year)

NET PAID CIRCULATION

The Boston Daily POST	397,419
The Boston Daily Globe (Morning and Evening Editions COMBINED)	299,156
The Boston Daily American	280,964
The Boston Daily Advertiser	181,381
The Boston Daily Herald	111,357
The Boston Daily Traveler	154,014

Net Paid Circulation Statements—6 Months Period Ending Sept. 30, 1928.

Leadership in *Responsive Circulation* results in Leadership in Advertising Groups

Below is the Total Week-Day Display Lineage in Representative Groups for 1928

	Local Advertising	General National	Grocery and Food Products	Drug Store Products	Automobile (Excluding Used Cars)	Radio Advertising	Total Display
POST	6,224,007	2,426,407	1,333,360	570,164	549,008	382,959	9,462,990
Globe	5,426,622	1,659,303	982,728	305,446	501,482	225,697	7,916,931
Herald	5,222,227	2,146,145	956,099	264,970	447,141	304,069	9,292,564
American	3,114,394	1,019,143	728,372	246,182	228,396	105,904	4,502,005
Transcript	2,693,125	883,747	336,152	65,955	476,799	58,309	5,222,500
Advertiser	1,192,134	229,050	137,775	99,653	6,500	19,916	1,445,404

Above advertising figures compiled from Boston Newspapers' Statistical Bureau Reports.

Special Representatives:
Kelly Smith Co., New York, Chicago, Philadelphia, Detroit, Boston, Atlanta
R. J. Bidwell Co., San Francisco, Los Angeles, Seattle

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MASSACHUSETTS (Cont'd)

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
WOBURN 20,717	Times (e)	4,000	.025	....	(I) (J) (107)	John D. Haggerty					
WORCESTER 197,600	Post (e)	31,329	.10	.082	(I) (AP) (†) (158)	John H. Fahey	Geo. T. Richardson Clarence L. Wilson	William J. Larkin Ed. Scannell (sp)	James J. Conroy Harold Sloan (cm)	Joseph H. Powers J. J. Sullivan, Jr. (n) W. G. deRosset (cl).	Martin Casey
	Telegram (m)	42,978	....	....	(R) (AP,UP,CP) (mer) (†) (E) (14)	George F. Booth	Roland F. Andrews Jos. DeWolf (Exec-ed) M. H. Williams	A. T. Smith J. H. Guilfoyle Larry Huff (sp-m) Leroy Mumpton (sp-e) George Foxhall (Su)	C. H. Moore E. W. Doiheny (cm)	H. H. Hoffman Frank E. Twiss	
	Gazette (e)	57,310	....	....							
	Combined daily (me)	100,288	.25	....							
	Sunday edition (S)	52,568	.185	....							

MICHIGAN

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ADRIAN 13,300	Telegram (e)	10,370	.04	.03	(I) (AP) (†) (none)	Stuart H. Perry	Stuart H. Perry	Wallace Katz Gay Hoig (sp)	L. B. Oberlin (bm) Fred Meyerhuber (cm)	L. B. Oberlin Alice Hoff (cl)	George Cooper
ALBION 9,450	Recorder (e)	2,588	.02	.015	(I) (UP) (J) (139)	Recorder Press Co.	W. S. Kennedy	M. H. Fall	W. S. Kennedy J. C. Bedient (cm)	J. C. Bedient Mary E. Watson (cl)	P. J. Church
ALPENA 12,000	News (e)	3,667	.03	....	(I) (UP) (156)	News Pub. Co.	Emmet Richards	F. M. Garvey R. M. McCollum (sp)	Emmet Richards B. R. Lamp (cm)	A. J. Hanna B. R. Lamp (cl)	A. Kaminski
ANN ARBOR 28,493	News (e)	10,366x	.06	....	(I) (AP) (†) (88-99)	Booth Pub. Co.	R. Ray Baker (me)	Carl Richmond Will Marsh (sp)	C. H. McKinley C. G. Cooke (cm)	S. L. Squier F. W. Ellis (cl)	L. J. Lockwood
BATTLE CREEK 47,200	Enquirer-News (e)	13,716	.05	.05	(I) (AP) (†) (2)	A. L. Miller	A. L. Miller Leo Sheehan	Clifford Ketchem	A. C. Pfander	W. C. Graves W. C. Melville (cl).	D. W. Olmstead
	Sunday edition (S)	13,978	.05	.05							
	Moon-Journal (e)	9,958	.035	.025	(I) (UP) (139)	Moon-Journal Pub. Co.	George B. Dolliver	Paul Shafer Maynard Sproul (sp)	N. E. Conine John H. Vaxter (cm)	R. T. Allan M. Rathbun (n) T. J. Giddings (cl).	Lynn Abbey
BAY CITY 49,600	Times (e)	18,422	.06	....	(I) (AP) (†) (88-99)	Booth Pub. Co.		Joseph M. Kerr Glenn MacDonald (sp)	S. J. Armstrong (bm) Fred O. Rouse (cm)	Andrew J. Simpson Victor A. Meisel (n)	
BENTON HARBOR 18,350	News-Palladium (e)	9,377	.045	....	(R) (AP) (126-128)	Palladium Pub. Co.					
BIG RAPIDS 5,049	Pioneer (e)	3,084	.03	....	(I) (UP) (139)	W. G. Williams	Ralph McGargle	Ralph McGargle L. V. Williams (sp)	W. G. Williams I. E. Kennedy (cm)	Stewart M. Luce W. G. Williams (n)	James Fisher
CADILLAC 12,675	News (e)	3,562	.025	.024	(I-R) (UP) (J) (139)	T. O. Huckle	T. O. Huckle	M. M. Van Valkenburgh C. A. Paulson (sp)	T. O. Huckle Ralph Boughner (cm)	T. O. Huckle Evelyn Williams (cl)	Clarence Huntly
CALUMET 25,000	News (e)	2,718	.02	....	(R) (AP) (J) (126-128)	Mining Gazette Co.	Chester J. Prideaux				
CHEBOYGAN 7,225	Tribune (e)	3,390	.02	.012	(R) (UP) (139)	Cheboygan Pub. Co.	Myrton M. Riggs	Myrton M. Riggs Gordon Turner (sp)	Myrton M. Riggs Beulah M. Talman (cm)	Myrton M. Riggs Emma Carmody (cl)	R. W. Temple
COLDWATER 7,400	Reporter (e)	3,953	.025	.014	(I) (UP) (J) (139)	Horace Kitchell Estate	Harry D. Lansing	Harry D. Lansing	Harry D. Lansing H. O. Pierce (cm)	W. J. H. Smith	Guy Gilchrist
DETROIT 1,378,900	Free Press (m)	231,130	.40	....	(I-R) (AP,UP,CT) (*S) (†) (E) (158)	E. D. Starr	Carlton S. Shier Hal E. Mitchell	Arthur C. Bowman Harry Bullion (sp) Mary Humphrey (Su)	W. H. Pettibone W. B. Lowe (man. dir.) E. E. Hatton (cm)	Otis G. Morse Paul E. Mixter (n) W. W. Murdock (cl)	G. W. Cunningham
	Sunday edition (S)	283,691	.45	....							
	News (e)	321,074	.50	.365	(I) (AP,UP,CP) (*S) (†) (mer) (88-99)	William E. Scripps, Pres.	George E. Miller W. R. Gilmore	Fred Gaertner H. G. Salsinger (sp). W. M. Park (Su)	H. S. Scott, V.P. and Bus. Counsel H. Ponting (G. M.) Roy Merrill (bm)	H. C. Paterson W. H. Moore (n) L. C. Hanmer (cl)	S. Johansen
	Sunday edition (S)	350,428	.50	.365							
	Times (e)	297,960	.50	.32	(I) (INS,US) (†) (J) (E) (21-36)	Roger M. Andrews	Jos. A. Mulcahy H. A. Montgomery	J. Manning Bud Shaver (sp) Charles Wagner (Su)	W. E. Anderman (bm) J. W. Kenney (cm)	H. A. Stretch J. L. Maitland (n) A. E. Ball	H. Hoffman
	Sunday edition (S)	340,288	.50	.32							
	Polish Record (e)	20,780	.11	.065	(I) (UP) (J) (166A-46A)	Polonia Pub. Co.	Joseph Wedda J. Ostrowski	Adam Olszewski Glen Birchard (sp) C. Swiaczkowska (Su)	John A. Wedda J. P. Jourdan (bm) F. W. Madajewski (cm)	J. R. McKinley J. P. Jourdan (n)	J. Prebble (j)
DOWAGIAC 6,023	News (e)	2,306	.02	.015	(I) (UP) (J) (139)	Daily News Co.	John Collier	John Collier	Harry H. Whiteley Miss Alice Blek (bm) Miss Mary Woodruff (cm)	Fred McKenzie Harry H. Whiteley (n)	Tom Taylor R. J. Burch (j)
ESCANABA 15,986	Press (m)	7,041	.04	.04	(I-R) (AP) (†) (J) (139)	John P. Norton	John P. Norton H. K. Rammel	W. J. Duchaine H. K. Rammel (sp)	John P. Norton W. H. Holreth (bm) F. Lindenthal (cm)	R. W. Clark W. H. Holreth (n) Miss E. Johnson (cl)	W. H. Holreth L. A. Stade (j)
	Sunday edition (S)	7,042	.04	.04							
FLINT 148,800	Journal (e)	46,790	.12	.12	(I) (AP,UP) (mer) (†) (88-99)	J. R. Tayler	M. A. Gorman	R. K. Lawrence Harry Dayton (sp) Earl Davison (Su)	J. R. Taylor R. W. Taylor (cm)	L. G. Carr B. M. Baker (n) F. Becker (cl)	George Crammond
	Sunday edition (S)	42,714	.12	.12							
GRAND HAVEN 10,000	Tribune (e)	2,602	.02	.025	(I-R) (AP) (J) (139)	Daily Tribune, Inc.	F. M. Church	F. M. Church C. O. Reed (sp)	E. J. McCall (bm)	C. O. Reed Mildred Olson (cl)	J. R. Pipple E. J. McCall (j)
GRAND RAPIDS 164,200	Herald (m)	36,276	.10	....	(R) (AP) (E) (2)	Herald Pub. Co.	Frank M. Sparks John Wurs	R. C. Landstrom Heinie Martin (sp)	Federated Publications, Inc. C. J. Toot (bm)	J. C. Van Norman	
	Sunday edition (S)	34,592	.10	....							
	Press (e)	89,658	.20	.20	(I) (AP,UP) (mer) (†) (88-99)	Booth Pub. Co.	C. M. Greenway H. B. Stitt	Bert Post Roscoe Bennett (sp)	C. M. Greenway E. J. Slemons (bm) Ted Booth (cm)	H. S. Conlon L. F. Hodgins (n) Albert Lockhart (cl)	E. H. Haldeman
GREENVILLE 5,300	News (e)	2,164	.02	.01	(I-R) (UP) (J) (139)	Independent Press, Inc.	D. G. Glascoff	E. M. Brigham S. Vanderpool (sp)	J. Watson McCall (bm)	J. Watson McCall M. E. Ahern (cl)	C. B. Lintner Charles Bailey (j)
HANCOCK 9,000	Copper Journal (e)	....	.025	.025	(R) (AP) (J) (84)	Journal Co., Inc.	A. S. Ley (me)	Hennessey Finnegan Hollace Roberts (sp)	A. S. Ley T. J. Prince (cm)	J. H. Gill G. Stack (cl)	P. A. Fenton
HILLSDALE 6,064	News (e)	5,057	.035	.025	(I) (AP) (†) (1)	Harvey J. Burgess	Harvey J. Burgess	Charles A. Manning	Harvey J. Burgess E. H. Crowley (cm)	W. R. Meyer E. H. Crum (cl)	A. T. Spencer
HOLLAND 15,000	Sentinel (e)	3,250	.025	.025	(I) (UP) (139)	Sentinel Ptg. Co.					
HOUGHTON 5,210	Mining Gazette (m)	6,706	.036	.025	(R) (AP) (J) (126-128)	Mining Gazette Co.	Merwin W. Youngs		John R. Pimlott		
	Sunday edition (S)	6,706	.036	.036							
IONIA 8,314	Sentinel-Standard (e)	3,266	.025	.018	(I) (AP) (†) (J) (139)	Fred. M. Kidd				Dwight Whiple	F. M. Stevenson (j)
IRON MOUNTAIN 18,500	News (e)	6,896	.04	.04	(I) (AP) (139)	Iron Mtn. Pub. Co.	Frank J. Russell T. J. Masterson	W. H. Treloar	Frank J. Russell William F. Russell (bm) E. L. Steele (cm)	William F. Russell	Max Antonine
IRONWOOD 20,750	Globe (e)	6,197	.04	.04	(I-R) (AP) (†) (none)	Globe Pub. Co.	Linwood I. Noyes W. C. Janson	H. O. Sonneyn	Linwood I. Noyes Ed Verheist (cm)	F. G. Sappington Jennie Nyberg (n) Arthur Pearce (cl)	Henry Lindbloom
JACKSON 63,700	Citizen-Patriot (e)	28,200	.09	....	(I) (AP) (88-99)	Booth Pub. Co.	B. M. Wynkoop G. W. Scotford		B. M. Wynkoop J. E. Noll (bm) L. H. Kimball (cm).	J. E. Noll	
	Sunday edition (S)	27,291	.09	....							
	Tribune (m)	4,582	.04	....	(I) (UP) (30)	Tribune Pub. Co.	A. J. Horton	H. E. Osler J. Ray Hunt (sp)	Chas. P. Hathorne Z. C. French (bm)	H. F. Merrill James Way (cl)	John H. Allen

(*Continued on page 60*)

Worcester, Massachusetts, second New England merchandising field

The average net paid daily circulation of

THE TELEGRAM-GAZETTE

for the six months' period ending September 30, 1928, was

100,288

During the previous six months' period the average was 100,251.

During the entire period from January 1, 1927, to December 31, 1928, the average net paid circulation has exceeded 100,000.

Here is a substantial, sustained, net paid circulation of more than 100,000, more than three times that of any other daily newspaper published in the Worcester territory, more than twice the combined circulation of all other daily newspapers (English and foreign language) published in Worcester, and going to readers who continue to prefer it to any other.

City Population	**204,560**	**Suburban Population**	**206,429**
City Circulation	**56,768**	**Circulation within 25 mile radius**	**96,813**
Suburban Circulation	**33,247**		
Within 18 mile radius	**90,015**	**Total Circulation**	**100,288**

There are not a dozen newspapers in the country which cover their fields so thoroughly as does The Telegram-Gazette.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

GEORGE F. BOOTH, Publisher

Paul Block, Inc., National Representative

New York **Boston** **Chicago** **Detroit** **Philadelphia** **San Francisco**

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MICHIGAN (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
KALAMAZOO	Gazette									
56,400	(e) 28,977x	.09	....	(I) (AP, UP) (mer) (†)						
	Sunday edition (S) 28,330x	.09	....	88-99)	Booth Pub. Co.	J. K. Walsh (me)	L. Plasterer J. Hagen (sp)	E. R. Chapman (bm) C. Austin (cm)	C. M. Greenway, Jr. E. R. Beach (cl)	C. Klose
LANSING	Capital-News									
79,600	(e) 11,386	.045	.031	(I) (UP) (110-149)	B. Brewer	B. Brewer R. S. Toflemire	A. H. Koop Lad Slingerland (sp)	John H. Lawton G. L. Hammell (bm). Wes Garver (cm)	G. L. Hammell Ross W. Mayer (cl).	Earl Lacure
	State Journal									
	(e) 41,827x	.12	....	(I) (AP, CP) (†) (2)	Paul A. Martin	Paul A. Martin	K. C. Park George Alderton (sp)	Paul A. Martin Harry A. Wooten (bm)	H. J. Baker C. J. Woodruff (cl)	A. M. Jullien
LUDINGTON	News									
10,000	(e) 4,017	.03	....	(I) (AP) (none)	Daily News, Inc.	G. H. D. Sutherland. Agnes E. MacLaren	Geo. L. Doubledee (sp)	G. H. D. Sutherland. Angie Dutch (cm)	Clara A. Sutherland Joe Taggart (cl)	
	Sunday edition (S) 4,018	.03	....							
MANISTEE	News-Advocate									
15,864	(e) 3,000	.025	....	(I) (UP) (139)	Conine Pub. Co.	Ben L. Taylor	B. L. Taylor	A. C. Batdorff E. W. Pfeiffer (bm). C. C. Peterson (cm)	Bert DeVriendt E. W. Pfeiffer (n) Doris Rhodes (cl)	William Schimke
MARQUETTE	Mining Journal									
15,500	(m) 8,584	.045	.045	(I) (AP) (†) (139)	Frank J. Russell	Frank J. Russell Edward J. Moore		Leo G. Brott (bm)		
MARSHALL	Chronicle									
6,300	(e) 2,804	.025	.015	(I) (UP) (†) (139)	J. M. Moses & Son	J. M. Moses F. R. Moses	William Holt	F. R. Moses Miss Alma Caines (cm)	W. J. Foster F. R. Moses (n) Laura Freed (cl)	Walter McKiver
MENOMINEE	Herald-Leader									
11,004	(e) 3,880	.028	.025	(R) (AP) (J) (none)	P. C. Munroe	R. M. Andrews B. W. Donnell	John Acker	P. C. Munroe R. Schulz (cm)	R. L. Thorpe L. McFarlane (cl)	A. Hoffman
MONROE	News									
17,013	(e) 6,715	.035	....	(I) (AP, CP) (J) (none)	Monroe Pub. Co.	J. S. Gray	Floyd W. La Rouche (News) Earl Wickwire James Roedy (sp)	J. S. Gray C. Kenneth Wesley (bm) Howard Davenport (cm)	C. Kenneth Wesley Elis. Elliott (cl)	Wm. Holt Julien LaMour (j)
MOUNT CLEMENS	Leader									
17,263	(e) 6,447	.04	.035	(I) (AP,UP,INS) (30)	F. N. Price	S. N. Price	E. L. Vaile C. B. March (sp)	S. N. Price G. H. Griffith (cm)	Lewis A. Jones R. Davis (n) Stanley Swales (cl).	Clarence Thielk
MOUNT PLEASANT	Times									
5,200	(e) 3,017	.025	....	(J) (UP) (†) (J) (139)	Times-Press, Inc.	F. H. Goodrich (me)	L. T. Baird (sp)	F. H. Goodrich O. A. Bishop (bm)	O. A. Bishop F. H. Goodrich (n). I. R. Neff (cl)	Charles McConnell
MUSKEGON	Chronicle									
46,600	(e) 19,436	.07	....	(I) (AP) (†) (88-99)	Booth Pub. Co.	A. E. Boswell A. E. McCrea	Wm. Pennhelligan James Henderson (sp)	A. E. Boswell J. M. Earle (cm)	W. A. Bennetta	P. H. Tanelaar
NILES	Star									
11,728	(e) 3,743	.025	.023	(I) (AP) (139)	R. G. Tobin	R. G. Tobin	Anna McBride Richard Elder (sp)	R. G. Tobin J. R. Scamehorn (bm). M. D. Gravenstein (cm)	W. A. Biernatzki John Medo (cl)	Paul Lenana
OWOSSO	Argus-Press									
16,976	(e) 7,299	.035	.02	(I) (AP) (126-128)	Argus-Press Co.	J. Evans Campbell (me)	Jas. E. Dingwall Ray O. Spence (sp).	J. E. Campbell (bm) E. H. Bonn (cm)	Geo. W. Campbell (n). Paul T. Prowell (cl)	Clare E. Brewster
PETOSKEY	News									
6,900	(e) 2,406	.02	.02	(I) (UP) (J) (139)	News Ptg. Co.	H. Lee North		C. E. Garvin	H. B. Lee	
PONTIAC	Press									
61,500	(e) 25,848	.07	....	(I) (AP, UP, INS) (†) (none)	Press Co.	Harry Y. Fitzgerald. Conrad N. Church		Harry Y. Fitzgerald Earl M. Treadwell (cm)	Horace F. Brodie Russell Bassett (n)	
PORT HURON	Times-Herald									
37,453	(e) 20,722	.07	.04	(I) (AP) (1)	E. J. Ottaway L. A. Well	Louis A. Well George M. Hunter	Edward S. Snover	E. J. Ottaway O. G. Allen. (asst. bm) J. L. Doolittle (cm).	George A. Ashpole Maurice S. Beale (cl)	
ROYAL OAK	Tribune									
18,209	(e) 6,207	.035	.027	(I) (INS,UP) (J) (139)	Tribune Pub. Co.	Lynn S. Miller	Charles Kelley (sp)	Floyd J. Miller Luther W. Hurt (cm)	A. S. Charlebois	
SAGINAW	News									
75,600	(e) 27,708	.09	.07	(I) (AP) (88-99)	Booth Pub. Co.	A. R. Treanor George D. Perry	Robert McMillen Wm. E. Whatley (sp)	Arthur R. Treanor J. A. McDonald (cm).	S. V. McQuade P. Campbell (n) William Severin (cl)	
	Sunday edition (S) 26,834	.09	.07							
ST. JOSEPH	Herald-Press									
11,000	(e) 4,409	.03	.021	(I) (UP) (126-128)	Herald-Press Co.	Rex V. Wynkoop	King Saunders Nelson Foulkes (sp).	Stanley R. Banyon Rex V. Wynkoop (bm) Caroline Wille (cm).	William Kuschel Dorothy Chesher (cl).	Louis Wille
SAULT STE. MARIE	News									
14,500	(e) 4,943	.03	.021	(I-R) (AP) (J) (139)	Sault News Ptg. Co.	George A. Osborn Norman H. Hill	J. P. Chandler John Zabelka (sp)	George A. Osborn Norman H. Hill (bm) C. M. Smith (cm)	Charles Zylstra	Thomas Watchorn Chester R. Moran (j)
SOUTH HAVEN	Tribune									
5,166	(e) 2,316	.02	.021	(I) (UP) (139)	Tribune Co.	C. O. Monroe B. F. Clarke		H. S. Pringle (bm)	H. S. Pringle	J. S. Steadman
STURGIS	Journal									
8,200	(e) 4,020	.03	.03	(I) (UP) (J) (139)	Mark P. Haines	Mark P. Haines A. C. Sleight	C. J. Proud	Mark P. Haines J. Fred Mazer (bm). Howard Trautman (cm)	J. Fred Mazer Howard Trautman (cl)	L. A. Good
THREE RIVERS	Commercial									
7,000	(e) 2,766	.02	.02	(I) (UP) (†) (J) (139)	Wm. H. Shumaker	Wm. H. Shumaker H. S. Shook	L. D. Townsend Robert Van Horn (sp)	John H. Wagner (bm) R. M. Shumaker (cm).	John H. Wagner Wm. H. Shumaker (n) R. M. Shumaker (cl)	L. C. Besley
TRAVERSE CITY	Record-Eagle									
15,000	(e) 5,066	.035	....	(I) (UP) (†) (139)	Herald & Record Co.	A. C. Batdorff Lew A. Holliday	Don A. Weeks	A. C. Batdorff Charles Saunders (cm)	Frank A. Leonard M. Kistler (n)	William Nelson
WYANDOTTE	Record									
30,000	(e) new daily	.04	....	(I) (J) (30)	George M. Adams	George M. Adams	James E. Ostrum	George M. Adams G. J. Jones (cm)	C. H. Arundel	M. A. Birchfield
YPSILANTI	Press									
12,000	(e) 3,663	.03	....	(I) (139)	G. C. Handy	H. H. Carr	F. S. Jones A. Harrison (sp)		F. H. Bennett Clare J. Hewens (n) Maxwell Perkins (cl).	

MINNESOTA

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBERT LEA	Tribune									
12,000	(e) 5,357	.035	.035	(R) (AP) (J) (156)	Albert Lea Pub. Co.	Burt May L. S. Whitcomb & S. O. Simonson	Burt May Russell Volgt (sp)	S. O. Simonson & L. S. Whitcomb	L. I. Aasgaard S. O. Simonson (n)	S. O. Simonson
AUSTIN	Herald									
14,165	(e) 4,414	.03	.025	(I) (AP) (J) (156-120a)	Herald Pub. Co.	J. H. Skinner Arnold Daane	Arnold Daane C. Burgeson (sp)	H. E. Rasmussen C. Beadell (cm)	Kenneth Howard C. D. Beadell (n) G. Beadell (cl)	Otto Bluhm
BEMIDJI	Pioneer									
7,850	(e) 2,396	.025	....	(I) (AP) (†) (J) (156)	Pioneer Pub. Co.	H. Z. Mitchell J. D. Winter	J. D. Winter Ralph Mathews (sp)	W. F. Marcum M. E. Rice (cm)	Fred Fraser H. Z. Mitchell (n). D. Miller (cl)	W. F. Marcum
BRAINERD	Dispatch									
10,600	(e) 2,470	.025	.021	(R) (UP) (J) (120a)	Dispatch Co.	F. W. Wieland	John A. Hoffbauer	F. W. Wieland	Albert O. Anderson	Albert O. Anderson
CROOKSTON	Times									
7,500	(e) 3,544	.03	.023	(R) (AP) (†) (J) (156)	Times Ptg. Co.	W. C. Haddon D. A. McKenzie	W. C. Haddon Roland Spokely (sp)	D. A. McKenzie M. E. Taylor (cm)	H. W. Hendricks M. E. Taylor (cl)	Geo. Charboneau
DULUTH	Herald									
116,800	(e) 42,458	.13	.13	(I) (AP,CP) (mer) (E) (14)	M. F. Hanson	Stillman H. Bingham William T. Thompson	James A. Stuart A. F. Macdonald (sp)	William F. Henry (bm) George H. Hunter (cm)	William F. Henry Paul J. Robinson (cl).	Louis J. Bennett
	News Tribune									
	(m) 36,204	.10	.06	(I) (AP) (†) (E) (22-128)	News Tribune Co.	Reed Taft Bayne Paul Sanders	Robt. Dowse Cubby Campbell (sp)	Jos. H. Jordan Ralph M. Parsons (cm)	B. P. Perkins J. H. Jordan (n) Clark McGiffert (cl).	Wm. Sheehan
	Sunday edition (S) 34,259	.12	.08							
FAIRMONT	Independent									
5,580	(e) 2,459	.032	.032	(R) (AP) (J) (30)	L. B. Ward					
	Sentinel									
	(e) 4,025	.036	.021	(I) (AP) (J) (3)	Sentinel Pub. Co.	Frank A. Day H. S. Fairley	H. S. Fairley H. J. Earle (sp)	Arthur M. Nelson E. W. Christianson (cm)	C. N. Swanson	F. V. Burdick B. F. Bird (j)
FARIBAULT	News									
13,000	(e) 5,000	.035	.03	(I) (UP) (†) (J) (156)	Mrs. Howard Bratten	Mrs. Howard Bratten	Lester Swanberg	Hobson Savior (bm) L. C. St. Martin (cm)	Hobson Savior	Ed. Lidstrand L. C. St. Martin (j)
FERGUS FALLS	Journal									
8,398	(e) 6,821	.04	.04	(R) (AP) (none)	W. L. Robertson	W. L. Robertson	C. A. Snowberg	R. J. Underwood (bm) F. H. Greenagel (cm)		

(*Continued on page 62*)

48% Have Charge Accounts at Downtown Stores

A *RATED* buyer counts considerably more in contemplating advertising returns than a vague "circulation unit"—one of a number that goes to make up the totals in the A. B. C. check up.

¶The Free Press is able to quote *buyers* to the space buyer rather than the generalities of the generic term "circulation."

¶A recent check up of over five thousand homes of Free Press readers, located in all districts of the city of Detroit shows that *48% of them have charge accounts at downtown stores.*

¶Here is a known quantity of value, not an "x"—a definite measure of worthiness that shows up in the check up made on advertising addressed to these readers of The Free Press.

¶Here is proved quality; a circulation that in the mass reaches three out of every four homes in the English speaking, better buying residential districts of the city of Detroit; an advertising rate wholly consistent with the quantity of coverage; a reader-interest and reader-confidence that is as definite in its influence as the figures on a check are specific as to its value.

The Detroit Free Press

VERREE & CONKLIN, Inc.
New York Chicago

Starts the Day in Detroit

NATIONAL REPRESENTATIVES
Detroit San Francisco

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MINNESOTA (Cont'd)

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
HIBBING 17,132	Tribune (e)	5,465	.04	.04	(R) (AP) (J) (156-120a)	R. W. Hitchcock	R. W. Hitchcock George M. Fisher	George M. Fisher Clarence Smith (sp)	James G. Early William H. Kemp (cm)	Irving Feldman Mrs. I. Bedard (n) Jack Barenbaum (cl)	Fred G. Hitchcock Al Hettman (j)
INTERNATIONAL FALLS 5,014	Journal (e)	1,478	.02	.02	(R) (J) (156)	C. B. Montgomery	C. B. Montgomery	Moyle Edwards	C. B. Montgomery H. H. Zimmerman (bm)	H. H. Zimmerman	C. B. Montgomery (j)
LITTLE FALLS 6,095	Transcript (e)	2,452	.025	.025	(R) (UP) (J) (156-120a)	Transcript Pub. Co.	Ed. M. Le Fond	Gulbert Jarvis	Geo. L. Johnson	Geo. L. Johnson	Gus T. Larson
MANKATO 17,000	Free Press (e)	8,233	.05	.05	(I-R) (AP) (†) (J) (E) (131)	Free Press Co., M. D. Fritz, (Pres.)	I. N. Tompkins (V.P.) C. R. Butler (Sec-Tr) Clifford Russell (Ed.)		I. N. Tompkins (V.P.) C. R. Butler (bm)	Rolf G. Julsrud	
MINNEAPOLIS 455,000	Journal (e)	116,468	.25	....	(I-R) (UP,AP,CT,NWN, NYT,NYHT) (*Su) (E) (123)	Carl W. Jones	W. B. Chamberlain Neil H. Swanson	H. R. Foster J. F. McGovern (sp) J. J. Biddison (Su)	G. B. Bickelhaupt (bm) Franklin Book (cm)	Rhey T. Snodgrass T. N. Williams (n) Earl M. Dempsey (cl)	H. L. Foster
	Sunday edition (S)	162,137	.32	....							
	Star (e)	66,107	.17	.10	(I) (UP,INS) (E) (10)	John Thompson A. B. Frizzell	George H. Adams W. C. Robertson	George Gelse Chas. Johnson (sp)	H. D. Bratter (bm) W. D. Parsons (cm)	C. E. Doherty Wm. C. Auer (n) D. O. Mystrom (cl)	C. H. Jorgensen
	Tribune (m)	74,562	....	....	(R) (AP,INS) (*Su) (†) (E) (168-124-92)	Frederick E. Murphy	Frederick E. Murphy T. J. Dillon	Bernard Campbell George Barton (sp) J. H. Baker (Su)	E. P. Stewart (bm) J. E. Medley (cm)	W. E. Lamb Martin Mauger (n) P. M. Hughes (cl)	J. E. Murphy
	Tribune (e)	65,660	....	....							
	Combined daily (me)	140,222	.28	.21							
	Sunday edition (S)	157,227	.32	....							
MOORHEAD 8,500	News (e)	1,350	.0225	.02	(I) (UP) (J) (4)	J. P. Dotson	Perry Dotson	Perry Dotson	J. P. Dotson J. P. Melberg (cm)	J. P. Melberg	A. P. Messer
OWATONNA 8,388	Press (m)	3,022	.03	.03	(I) (AP) (†) (J) (120a)	B. E. Darby & Sons, Inc.	Geo. P. Darby		B. E. Darby Will H. Darby (bm)	Will H. Darby	H. B. Darby
	Sunday edition (S)	3,022	.03	....							
RED WING 10,358	Eagle (e)	.....	.021	....	(I) (AP) (J) (none)	Eagle Pub. Co., Inc.	N. P. Olson Aug. H. Olson				
	Republican (m)	572	....	....	(I-R) (UP) (†) (J) (156)	Red Wing Ptg. Co.	Jens K. Grondahl		Jens K. Grondahl		
	Republican (e)	2,531	....	....							
	Combined daily (me)	3,103	.025	.025							
ROCHESTER 18,000	Post-Bulletin (e)	10,646	.05	.03	(I) (AP,UP) (J) (116-4)	Post-Bulletin Co.	Glenn S. Witherstine	Ed. J. Branley	Clare W. Blakely Geo. H. Rowe (cm)	Carl E. Thomas H. W. Blakely (n) Herbert Cooney (cl)	P. J. Thelsen Clare W. Blakely (j)
ST. CLOUD 25,000	Journal-Press (e)	4,647	.035	.029	(R) (UP) (131)	Journal-Press Co.	Alvah Eastman	P. M. Weyrens Brooks Ronald (sp)	E. D. Cross E. L. Park (cm)	J. F. Gaspard A. E. Connell (n)	L. G. Gaspard
	Times (e)	6,968	.04	.038	(I) (AP) (†) (156-120a)	Fred Schilplin	Fred Schilplin	Harold Schoelkopf	Fred Schilplin W. E. Lauer (bm)	Harold Gustafson Fred. C. Schilplin (n) Ann Klassen (cl)	Joseph Hick
ST. PAUL 350,000	Pioneer-Press (m)	75,459	.22	.145	(I-R) (AP,NWN) (*Su) (mer) (†) (E) (123)	L. E. Owens	S. M. Williams R. J. Dunlap (me)	V. E. Fairbanks (m). C. D. Johnson (e) L. S. McKenna (sp). A. H. Cook (Su)	L. E. Owens W. G. Andrews (cm)	W. F. Johns R. B. Liggett (n) L. H. Bergh (cl)	
	Dispatch (e)	90,475	.235	.16							
	Combined daily (me)	165,934	.28	....							
	Sunday edition (S)	144,759	.30	....							
	News (e)	87,873	.18	.11	(I) (UP) (*Su) (†) (J) (E) (167-12-13)	N. W. Reay & C. D. Bertolet	Howard Kahn	George Bradley Ed. L. Shave (sp)	W. H. Neal (bm) T. H. Holvik (cm)	M. W. Thompson S. R. Russell (n) R. E. Berryman (cl)	V. Cheatham (j)
	Sunday edition (S)	58,704	.18	....							
SOUTH ST. PAUL 8,000	Reporter (e)	5,160	.025	.025	(I) (J) (116-4)	South St. Paul Reporter	Wilbur M. Fisk	Henry Berta (sp)	Wilbur M. Fisk J. Waldhauser (cm)	Wilbur M. Fisk Hazel M. Palmer (cl)	E. E. Edgell M. J. Mester (j)
STILLWATER 8,000	Gazette (e)	1,500	.021	....	(R) (UP) (J) (none)	Easton-Masterman Co.	W. E. Easton	Fred Neumeier	Ned Easton	Ned Easton	J. Niederer
VIRGINIA 16,030	Enterprise (e)	3,156	.03	.03	(I) (AP) (156)	Enterprise Ptg. & Pub. Co.	Elbridge C. Smith	Donald J. MacIver Arthur Milavetz (sp)	B. S. Fredericks (bm)	R. J. McNiff G. Swanson (cl)	Wm. Lastrom
WILLMAR 7,000	Tribune (e)	3,000	.025	.018	(I) (AP) (J) (156-120a)	Victor E. Lawson	O. B. Augustson (me)	Archie F. Carlson	O. B. Augustson Emil Aspaas (cm)	O. B. Augustson Florence Freeberg (cl)	Geo. Hillerman J. Vernon Lawson (j)
WINONA 23,000	Republican-Herald (e)	13,298	.06	.06	(I) (AP) (J) (116-4)	Republican & Herald Pub. Co.	H. G. White E. T. Edwards	A. C. Gernes R. J. Duffy (sp)	H. G. White H. G. Hymes (cm)	L. S. Belville M. H. White (cl)	O. A. Olson (j)

MISSISSIPPI

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BILOXI-GULFPORT 31,774	Herald (e)	6,795	.04	....	(D) (AP) (none)	Geo. W. Wilkes Sons	George P. Money E. P. Wilkes	C. Eisendrath (Biloxi) A. G. Odonach (Gulfport) Paul I. Tiblier (sp)	W. G. Wilkes C. H. Rose (cm)	Brown Rodgers W. G. Wilkes (n)	W. G. Wilkes
CLARKSDALE 12,500	Register (e)	4,412	.03	.025	(D) (AP) (J) (none)	Register Pub. Co., Inc.	G. P. Clark Dortch Campbell	Dortch Campbell	A. J. Oswalt Miss Cecil Dodd (cm)	H. C. Page A. J. Oswalt (n)	G. P. Birdsong
COLUMBUS 14,755	Commercial Dispatch (e)	5,170	.04	.035	(D) (AP) (J) (none)	Birney Imes	Birney Imes Joe Windham	Drew Shankley	Birney Imes Marion Wood (cm)	H. I. Tate	Carl Fikes (j)
CORINTH 7,517	Corinthian (e)	1,218	.02	.02	(D) (d) (none)	Klyce & Bishop	Klyce & Bishop J. C. Bishop	J. W. Cooper	J. C. Bishop E. O. Klyce (cm)	J. C. Bishop	L. F. Duffy
GREENVILLE 15,168	Democrat-Times (e)	2,381	.02	.02	(D) (AP) (J) (156)	Greenville Npr. & Ptg. Co.	Ernest Smith	Charles S. Kerg R. E. Gillette (sp)	Ernest Smith S. R. Dunn (cm)	H. Armstrong, Jr.	Lewis Smith J. M. Lamb (j)
GREENWOOD 12,500	Commonwealth (e)	2,850	.03	.03	(D) (AP) (J) (none)	Sumter Gillespie	Littleton Upshur Sumter Gillespie	H. L. Simmons	Sumter Gillespie Miss E. Martin (cm)	Sumter Gillespie Miss Era Martin (cl)	M. L. Busam
HATTIESBURG 18,347	American (e)	6,799	.035	.03	(I) (AP) (J) (10)	Hattiesburg American, Inc.	F. S. Harmon E. B. Smith	Ed. Thomas	Thomas St. John C. H. Proctor (cm)	B. H. Campbell Thomas St. John (n) Cyril Kelsey (cl)	T. Lee Prayter W. A. Brown (j)
JACKSON 35,000	Clarion-Ledger (m)	12,261x	.05	.04	(D) (AP) (59)	T. M. Hederman	T. M. Hederman	Arthur Gadmer (sp)	W. W. Babb (cm)	H. F. Crisler	
	Sunday edition (S)	13,007x	.05	.04							
	News (e)	18,048x	.06	.06	(D) (AP,UP) (†) (10)	News Pub. Co., Inc.	Frederick Sullens George Lemon Sugg	George Lemon Sugg Earl Magee	W. G. Johnson Thomas Biles (cm)	Roscoe Bailey Herbert Nunnery (cl)	T. W. Anderson
	Sunday edition (S)	17,436x	.06	.06							
LAUREL 16,355	Call (m)	5,475	.03	.03	(I) (US) (J) (59)	J. Fred Price	J. Fred Price O. O. Sarver		J. Fred Price N. Ligon (cm)	Lillian H. Price	
	Sunday edition (S)	5,475	.03	.03							
	Leader (e)	5,304x	.035	.032	(I) (AP) (10)	Thomas M. Gibbons	Thomas M. Gibbons E. E. Hoffman	L. C. McGlohn E. E. Hoffman (sp)	Thomas M. Gibbons H. F. Atkinson (cm)	W. C. DeHority C. C. Herring (cl)	E. A. MacLane

(*Continued on page 64*)

St. Paul Dispatch-Pioneer Press *Breaks*

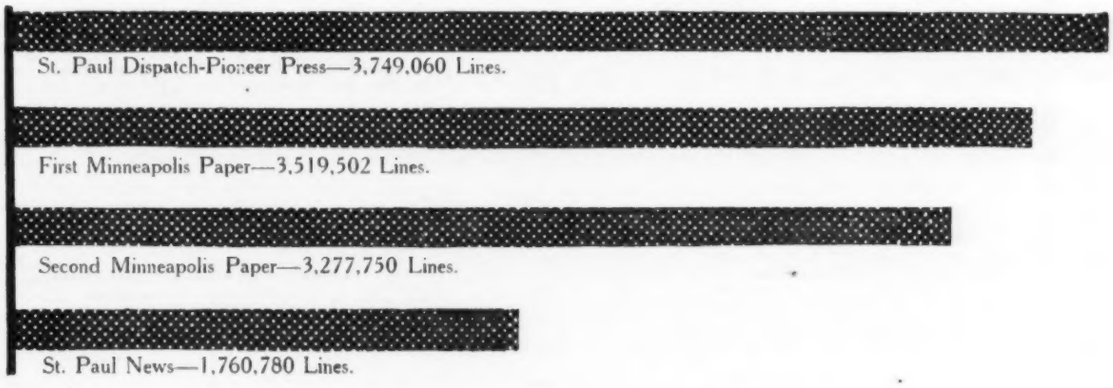
A TWIN CITY RECORD IN NATIONAL ADVERTISING!

YEAR after year consistently, the St. Paul Dispatch-Pioneer Press Has Published More National Advertising Than Any Other Twin City Paper---

BUT IN 1928

Broke All Records by publishing the Greatest Amount of National Advertising Ever Appearing in One Year in Any Twin City Paper.

National Advertising, 1928



This Accomplishment Is the Result of National Advertisers' Recognition of Dispatch-Pioneer Press Productiveness in the St. Paul and Northwest market.

St. Paul Dispatch-Pioneer Press

Los Angeles, San Francisco

O'MARA AND ORMSBEE, Inc.

General Advertising Representatives.

New York, Chicago, Detroit

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MISSISSIPPI (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MERIDIAN 40,000	Star (e) 16,421x Sunday edition (S) 16,378x	.07 .07	.055 .055	(I) (AP,UP,INS) (E) (10)	Meridian Star, Inc.	James H. Skewes W. L. Ellison	Paul D. McCroy Carl Walters (sp) C. B. Durbin (Su)	Jas. H. Skewes W. E. Buckingham (bm) Louis Ellison (cm)	J. W. Dement Myrtle Joiner (n) Hubert Little (cl)	Henry G. Hodge
NATCHEZ 18,912	Democrat (m) 3,727 Sunday edition (S) 3,988	.03 .04	....	(D) (AP) (J) (59)	James K. Lambert	James K. Lambert				
VICKSBURG 26,000	Herald (m) .... Sunday edition (S) .... Post (e) 5,886x	.03 .04 .04	.... .04	(I-D) (AP) (10) (D) (AP) (59)	Vicksburg P. & P. Co. J. G. Cashman & Sons	F. P. Cashman	E. A. Fitzgerald	Louis P. Cashman J. C. Campbell (cm)	P. L. Barclift	

MISSOURI

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AURORA 3,958	Advertiser (e) 800	.014	....	(I) (J) (none)	W. B. Lowry					
BOONVILLE 6,500	News (e) 1,700	.025	....	(44)	E. C. Nelson			E. C. Nelson (bm)		
BROOKFIELD 6,988	Argus (e)	.018	....	(D) (none)	Charles W. Green	Charles W. Green				
BUTLER 3,702	Democrat (e)	.011	....	(D) (J) (none)	Henry H. Henry	Henry H. Henry				
CAMERON 3,600	News-Observer (e) 1,060	.014	.014	(I) (J) (none)	B. B. Witt	B. B. Witt	I. F. Frazier	B. B. Witt Virginia Witt (cm)	B. B. Witt	Bernard Witt J. A. Marcum (j)
CAPE GIRARDEAU 17,000	Southeast Missourian (e) 7,618	.05	.05	(I) (AP) (126-128)	Naeter Bros.	Naeter Bros. Juel Mosley		Naeter Bros. Alvin Macke (bm)	E. E. Campbell	Henry Hohler
CARROLLTON 4,500	Democrat (e) 675	.014	.014	(D) (J) (none)	W. S. Holliday	W. R. Painter	E. F. Cheesman	W. S. Holliday (bm)	W. S. Holliday	
CARTHAGE 15,000	Press (e) 3,518	.03	.025	(R) (AP) (J) (44)	Press Co.	W. J. Sewall	E. L. Dale	W. J. Sewall H. L. Howe (bm) Elmer Johnson (cm)	H. L. Howe W. L. Schrantz (n-cl)	H. K. Steward
	Democrat (m) ..... Sunday edition (S)	.02 .02	....	(I) (J) (58)	Eugene B. Roach					
CHILLICOTHE 10,178	Constitution-Tribune (e) 4,758	.035	.035	(I) (UP) (J) (58)	Chillicothe Pub. Co.	H. S. Beardsley	C. A. Spooner	C. E. Watkins C. A. Canterberry (cm)	F. P. Bohn	D. O. Smith W. Dunnington (j)
CLINTON 5,648	Democrat (e)	.011	....	(D) (3)	C. H. Whitaker & Sons					
COLUMBIA 16,395	Missourian (e) 3,401	.025	.025	(I) (UP) (†) (E) (82)	Missourian Pub. Assn.	E. A. Soderstrom (mc)		E. A. Soderstrom F. L. Bryant (cm)	E. A. Soderstrom Susan Brooks (cl)	E. B. Swift
	Tribune (e) 5,054	.035	.021	(D) (AP) (30)	E. M. Watson	E. M. Watson		L. H. Edwards J. H. Hamel (sp)	M. D. Jett (bm) Howard Dall (cm)	H. J. Waters, Jr. Miss H. Slate (cl)	M. C. Creasy
EXCELSIOR SPRING 6,000	Standard (e) 1,937 Sunday edition (S) 1,937	.025 .025	.018	(I) (UP) (†) (J) (58)	Paul Whallon	Harold G. Funkhouser	Adalyne McKee P. Funkhouser (sp) Adalyne McKee (Su)	Paul B. Whallon Mrs. M. Emmons (cm)	Alan D. Masters Mrs. M. Emmons (cl)	Severt J. Davis Walt Malone (j)
FULTON 6,201	Sun-Gazette (e) 2,687	.025	....	(D) (AP) (J) (156)	Sun Ptg. Co.			G. P. Johnson (bm)		
INDEPENDENCE 13,010	Examiner (e) 4,094	.035	.03	(I-D) (UP) (58)	Examiner Ptg. Co.	William Southern, Jr.	John B. McDonald Harlie Clark (sp)	Frank W. Rucker G. Raymond Boyd (cm)	Raymond E. Blake Frank W. Rucker (n) Raymond Blake (cl)	Ellis Wright
	News (e) 1,960	.016	.016	(R) (J) (none)	C. A. Carroll	C. A. Carroll				B. A. Purdy
HANNIBAL 21,722	Courier-Post (e) 7,156	.04	.04	(I) (AP) (35)	J. B. Jeffries	J. B. Jeffries	W. A. Cable Sam Buchanan (sp)	E. L. Sparks R. D. Wolke (cm)	C. R. Munsen	E. L. Sparks
JEFFERSON CITY 30,000	Capital News (m) 3,677 Sunday edition (S) 3,886 Post-Tribune (e) 5,277	.04 .04 .04	.03 .... .035	(D) (AP) (J) (44) (R) (AP) (†) (J) (126)	Capital News Ptg. Co. Tribune Ptg. Co.	B. R. Franklin (me) H. Buchanan (me) E. H. Winter	C. A. Pool N. Allen Bedsworth (sp) L. B. Lutkewitte	B. Ray Franklin Ned Barcafer (cm) Robert C. Goshorn Otto Richter (cm)	J. M. Owens B. R. Franklin (n) M. Wilcox (cl)	C. H. Buchanan George Rucker Arthur Baker (j)
JOPLIN 38,000	Globe (m) 23,602x News-Herald (e) 13,238x Combined daily (me) 36,840x Sunday edition (S) 27,075x	.... .15 .15	....	(I) (AP) (mer) (†) (83)	Globe Pub. Co.	Philip Coldren R. S. Cochran		Cowgill Blair H. J. Leggett (cm)	J. J. McClellan E. D. Orton (cl)	J. C. Shulte
KANSAS CITY 391,000	Drovers Telegram (e) 28,938 Journal-Post (e) 127,117 Sunday edition (S) 142,139	.10 .25 .30	.10	(I) (UP) (11a-36a) (I-R) (UP,AP,CP) (*Su) (†) (J) (E) (96)	Telegram Pub. Co. W. Laurence Dickey	Walter P. Neff Ralph Ellis Dick Smith	Ed Meisburger Edw. Cochrane (sp) Tom Collins (Su)	George P. Neff Loyd Neff (cm) Marion B. Sharp (bm) Homer Bair (cm)	E. R. Wade W. T. Davis F. A. Cannon (n) W. T. Evans (cl)	E. D. Moore (j)
	(Note: The K. C. Journal merged with the K. C. Post on October 4, 1928. Journal suspended. K. C. Journal circulation prior to merger was A. B. C. 114,390; Post A. B. C. 127,117)									
	Star (m) 248,673 Star (e) 253,819 Combined daily (me) 502,492 Sunday edition (S) 290,784	.... .60 .42	.... .60	(I) (AP,CT) (*Su) (†) (E) (41-164-151)	Kansas City Star Co.	H. J. Haskell Roy A. Roberts	F. C. Hinkle (m) Chas. Blood (e) C. E. McBride (Sp) E. B. Garnett (Su)	George B. Longan Earl McCollum, (asst.-gm.) F. C. Seested (cm)	J. T. Barrons E. E. Robertsen (n) R. G. Shryock (cl)	Chas. Dew
KIRKSVILLE 11,383	Express & News (e) 4,448 Sunday edition (S) 4,448	.03 .03	.028	(I) (UP) (156)	E. E. Swain	E. E. Swain Dow Jones		E. E. Swain F. Nicolson (bm) I. B. Fraser (cm)	J. D. Buckingham	L. F. Shubert
LAMAR 2,497	Democrat (e)	.013	....	(I) (J) (d) (none)	Arthur Aull	Arthur Aull				
LEXINGTON 6,200	Advertiser (e)	.02	....	(D) (d) (none)	H. Dunford & R. R. Johnson	Harry Dunford				
MACON 4,000	Chronicle-Herald (e) 3,331	.03	.03	(I) (UP) (J) (58)	Chronicle-Herald Pub. Co.	Frank P. Briggs H. E. Booth (sp)	Frank P. Briggs	H. E. Booth Marguerite Jones (cl)	W. L. King Lacey King (j)	
MARSHALL 7,519	Democrat-News (e) 2,450	.03	....	(D) (AP) (J) (none)	Democrat-News Ptg. Co.	A. L. Preston	H. M. Nations	R. N. Hains J. M. Dawes (cm)	E. M. Dunn R. N. Hains (n) M. T. Tyler (cl)	S. E. Sherwood J. E. Morris (j)
MARYVILLE 5,350	Democrat-Forum & Tribune (e) 4,610x	.04	.04	(I) (UP) (†) (J) (44)	W. S. Rupe	Frank Travers	Chester Krause	W. J. Studer	W. J. Studer	Walter Todd M. Maco (j)

(*Continued on page 66*)

Advertisers need this unusual city coverage* of THE GLOBE-DEMOCRAT

*Excepting only The Chicago Tribune, The Globe-Democrat has the highest percentage of city coverage among all the standard-sized daily morning newspapers of the 10 largest cities of the United States.

The 10 Dailies

which have the highest percentage of city coverage among standard-sized morning newspapers in their respective cities.

	Family Coverage
Chicago Tribune	69.5%
St. Louis Globe-Democrat	65.3%
Baltimore Sun	59.5%
Pittsburgh Post-Gazette..	51.9%
Cleveland Plain Dealer..	49.5%
Boston Post	49.2%
Los Angeles Examiner..	44.6%
Detroit Free Press.....	44.2%
Philadelphia Inquirer ..	40.8%
New York World	18.6%

65.3%

of the families in metropolitan St. Louis read the daily Globe-Democrat

A right remarkable picture: The newspaper which dominates the entire 49th State has almost doubled its daily circulation during the last 10 years . . . Has increased its city circulation 137%.

Is read by more than 3 out of every 4 families in the mass class section of the city and in the higher ranking suburbs—where the real buying power is found . . . Daily circulation exceeds second St. Louis paper by 37,086.

Largest Daily West of Chicago!

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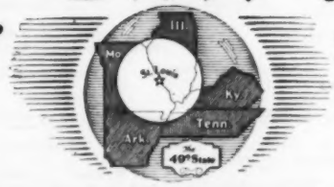
The Newspaper of the 49th State



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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MISSOURI (Cont'd)

City / Population	Name of Newspaper / Circulation	Minimum Adv. Line Rate: Nat.	Minimum Adv. Line Rate: Local	Key See note on Page 18	Publisher	Editor / Managing Editor	City Editor / Sports Editor / Sunday Editor	General Manager / Bus. Manager / Circulation Man.	Adv. Manager / Natl. Adv. Man. / Classified Man.	Mech. Supt. / Job Supt.
MEXICO 8,180	Intelligencer (e) 1,324	.018	....	(D) (AP) (*Su) (J) (30)	Gale J. Johnson	Frank A. Cauthorn				
	Ledger (e) 1,235x	.02	.02	(I-D) (UP) (J) (156)	L. M. White		C. H. Schooley	C. Garrett (bm)		John Towne John Williams (j)
MOBERLY 16,500	Monitor-Index & Democrat (e) 5,585	.035	.03	(I-D) (AP) (J) (156)	Moberly Index Ptg. Co.	W. C. Van Cleve	Chester A. Bradley	W. C. Van Cleve J. K. Van Cleve (bm) G. P. Delany (cm)	Cal M. Keller Isabel Gollehon (n) Marie Dameron (cl)	Georgs Leach R. F. Keeley (j)
MONETT 4,665	Times (e)	.018	....	(I) (J) (3)	Miss Pearl Peters	Miss Pearl Peters				
NEOSHO 5,290	Democrat (e) 700	.018	.018	(I) (J) (none)	Will G. Anderson	Will G. Anderson Jas. G. Anderson	Jas. G. Anderson	Will G. Anderson	Jas. G. Anderson Will G. Anderson (n)	Jas. G. Anderson
NEVADA 7,906	Mail & Post (e) 2,225	.018	....	(D) (INS) (J) (none)	Southwest Mail Ptg. Co.	J. H. Bean (me)	J. H. Bean	W. L. Earp (bm) C. C. Earp (cm)	Pearl M. Bean	Ira Marksbury C. E. Kunkel (j)
POPLAR BLUFF 13,000	American Republic (e) 5,100	.035	....	(44)	J. Wolpers			J. Wolpers Miss Saracini (cm)		
RICH HILL 2,261	Review (e)	.012	....	(D) (d) (none)	E. E. Bean			B. M. Renno (bm)		A. C. Weeks
ST. CHARLES 14,172	Banner-News (e) 1,400	.015	....	(I) (J) (none)	Thomson & Belding					
	Cosmos-Moulton (e)	.014	....	(R) (J) (none)	St. Charles Pub. Co.	M. L. Comans		B. M. Renno		A. C. Weeks
ST. JOSEPH 78,500	Gazette (m) 19,771x	....	....	(I) (AP) (88)	H. A. Sprague	H. A. Sprague C. L. Rott (me-e). Dean Wilde (me-m).	A. V. Burrowes (e). Ward Yount (m) Ray Osborne (sp-e). Arthur Hughes (sp-m) Arthur Hughes (Su).	Barton Pitt (asst. bm) C. E. Lemon (cm).	A. E. Beck (asst.) L. Reynolds (asst. n). M. McEwen (asst. cl)	
	News-Press (e) 40,095x	....	....							
	Combined daily (me) 59,866x	.16	.16							
	Sunday edition (S) 26,569x	....	....							
	Evening & Sunday (eS)	.18	.18							
	Morning & Sunday (mS)	.15	.15							
	Stock Yard Journal (e) 5,553	.029	....	(I) (J) (88)	P. R. Manifold (Pres.)			P. R. Manifold (bm) E. L. Ray (cm)	J. L. Pesleka (n)	T. E. Platt
ST. LOUIS 848,100	Globe-Democrat (m) 273,657	.43	.26	(I) (AP,NYT,CT) (*Su) (†) (E) (134-124-142-13)	E. Lansing Ray (Pres.)	Casper S. Yost J. J. McAuliffe	Francis P. Douglas Glenn Waller (sp) Walter H. Ames (Su)	E. Lansing Ray W. Houser (Sec.-Treas.) W. H. Herrington (cm)	D. B. Houser (V.P.J. Coombs & Gen Adv. Mgr.) George R. Baker (n) Chas. W. Nax (cl).	
	Sunday edition (S) 252,893	.43	.26							
	Post-Dispatch (e) 236,571	.43	.41	(I) (AP,INS) (*Su) (†) (E) (112)	Pulitzer Pub. Co.	Joseph Pulitzer O. K. Bovard	B. H. Reese	A. G. Lincoln (cm)	Geo. M. Burbach B. J. Diatrich (cl).	
	Sunday edition (S) 335,109	.50	.47							
	Star (e) 135,075	.27	.25	(I) (UP,INS,UB) (†) (E) (102)	Elsey Roberts	Elsey Roberts Frank W. Taylor, Jr.	Wm. B. Miner	Thos. L. Ryan F. D. McDonald (bm) L. J. Hoffman (cm).	A. E. Kaye F. J. Crowell (n) Nat Getlin (cl)	
	Times (e) 74,811	.17	.15	(I-R) (INS,CP,CDN) (E) (10)	American Press	G. A. Buder W. L. Bradley (me)	Ray Schroeder Sid Keener (sp)	Homer Bassford Frank Sum (cm)	Carl Gogel W. C. Cochran (cl)	E. Wenger
SEDALIA 27,500	Capital (m) 2,037	....	....	(R) ..... (D) ..... (AP) (mer) (†) (156)	Democrat Co.	Walter J. Brill (m). A. D. Stanley (e)		W. P. Stanley (cm)	W. J. Brill (n)	C. S. Cotten
	Democrat (e) 6,724	....	....							
	Combined daily (me) 8,761	.045	....							
	Combined Sunday (me) 8,761	.045	....							
SPRINGFIELD 51,700	News (m) 23,020	....	....	(I) (AP) (†) (17)	Springfield Leader	Edson K. Bixby George Olds	W. H. Brunkhorst Max Boyd John Pearson (sp) John Snow (sp)	Edson K. Bixby Joel H. Bixby (bm) E. E. Scott (cm)	Dan H. Wheeler R. A. Tinkler (n) Bert Dunham (cl)	Don Orr
	Leader (e) 26,538	....	....							
	Combined daily (me) 49,558	.15	....							
	Sunday edition (S) 43,984	.15	....							
TRENTON 8,561	Republican-News (e) 2,790	.03	.025	(R) (AP) (30)	Mrs. Carrie Rogers Clark	Carrie R. Clark	Robert Sawyer	Ray Van Meter	Ray Van Meter	Harold Pond
WARRENBURG 5,400	Star-Journal (e) 1,232	.04	.025	(D) (UP) (J) (156)	Wallace Crossley	Wallace Crossley		Fred May Jas. Kirkpatrick (sp)	E. W. Hoberecht Sam Baston (cm)	E. W. Hoberecht Florence Harris (cl)	Louis Baker
WEBB CITY 9,000	Sentinel (e) 500	.014	.014	(R) (J) (none)	Hal M. Wise			Hal M. Wise		J. W. Potter
WEST PLAINS 3,178	Quill (e)	.018	....	(I) (none)	William Sisters	Ella M. U. Williams				

MONTANA

City / Population	Name of Newspaper / Circulation	Minimum Adv. Line Rate: Nat.	Minimum Adv. Line Rate: Local	Key See note on Page 18	Publisher	Editor / Managing Editor	City Editor / Sports Editor / Sunday Editor	General Manager / Bus. Manager / Circulation Man.	Adv. Manager / Natl. Adv. Man. / Classified Man.	Mech. Supt. / Job Supt.
ANACONDA 12,780	Standard (m) *.....	.025	.025	(D) (AP) (J) (131)	Standard Pub. Co.	C. K. Eggleston Eugene MacKinnon	Walter Nelson Ed. Reynolds (sp)	J. L. Markham E. J. Spellman (cm)	Frank McKenzie Arthur Madsen (cl)	J. L. Chrystal E. B. Catlin (j)
	(*Note: Complete reorganization of the Anaconda Standard's trading area took place September 11, 1928.)									
BILLINGS 17,971	Gazette (m) 8,833x	....	....	(I-R) (AP) (J) (131)	Gazette Ptg. Co.	W. L. Browne Harry Griffin	Harry Griffin Kenneth Robertson (sp)	Leon Shaw W. E. Hagerdoorn (cm)	K. J. Kastner L. A. Snell (n) Madeline Nelson (cl)	E. A. Swan A. H. Peterson (j)
	Gazette (e) 1,946x	....	....							
	Combined daily (me) 10,799x	.06	.039							
	Sunday edition (S) 10,727x	.065	....							
BOZEMAN 9,680	Chronicle (m) 2,346	.025	.03	(D) (AP) (J) (131)	Chronicle Pub. Co.	James P. Bole	Fred H. Wilson	H. H. Howard Frank M. Grant (bm) Tele. Menard (cm).	L. A. Malone	F. A. Alderson C. E. Kyes (j)
	Sunday edition (S) 2,346	.025	....							
BUTTE 43,600	Free Press* (e) 13,180	.05	....	(I) (UP) (†) (133)	B. E. Woolston	Jas. W. Scott A. B. Keith (me)	Archie L. Clark Jean Jordan (sp)	B. E. Woolston (bm) H. H. Allwine (cm)	B. E. Woolston Ed. Gallagher (cl)	Glenn Squires
	(*Note: New daily—evening and Sunday: First issue, Sept. 17, 1928)									
	Sunday edition (S) 13,187	.06	....							
	Montana Standard (m) *17,391	.08	.12	(D) (AP) (J) (131-67)	Standard Pub. Co.	E. G. Leipheimer	Law Risken Robert Beebe (sp)	Joe L. Markham H. B. Stowe (cm)	David Kilroy	Wm. L. Murphy
	Sunday edition (S) *29,112	.08	....							
	(*Note: Statement for period of 19 days ending September 30, 1928)									
	Post (e) 10,149x	.08	....	(I-R) (AP) (131)	J. H. Durston	J. H. Durston G. W. Moon	James Cumins George Wilson (sp)	J. H. Durston J. H. Dickey, Jr. (bm) J. R. Spencer (cm).		

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MONTANA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
GREAT FALLS	Tribune			(D)						
40,000	(m) 15,048x	....	....							
	Leader			(R)						
	(e) 3,704x	....	....	(AP,UP) (†) (J) (133)	O. S. Warden	H. M. Peet (m) E. H. Cooney (e) P.B.Snelson (me-m) F. M. Tenney (me-e)	E. A. Dye (m) J. Howard (e) Luke Wright (sp) Warren Moses (Su)	L. G. Diehl (bm-m) John Travis (bm-e) Don Hoffman (cm-m) L. E. Eberling (cm-e)	L. W. Wendt (m) John Travis (e) L. W. Wendt (n) Gordon Williams (el)	Frank Tebeau E. S. Epley (j)
	Combined daily									
	(me) 18,752x	.08	....							
	Sunday edition									
	(S) 16,299x	.08	....							
HAVRE	News-Promoter									
7,110	(e) 2,700	.03	.03	(R) (AP) (†) (J) (none)	United Publishers, Inc.	H. B. Brooks	V. M. Smith W. Woodring (sp)	Harry E. Polk (bm)	Harry E. Polk	Ed. Cain
HELENA	Independent									
13,968	(m) 5,691	.035	....	(D) (131-67)	Independent Pub. Co.	Will A. Campbell				
	Sunday edition									
	(S) 5,691	.035	....							
	Record-Herald									
	(e) 4,478x	.03	.029	(R) (AP) (J) (105)	Record Pub. Co.	Geo. A. Robert	Floyd L. Smith (sp)	Addison K. Lusk Leo LaReau (cm)	Phil LaReau	Chas. Bennett (j)
KALISPELL	Inter Lake									
14,300	(e) 2,507	.018	....	(R) (AP) (J) (none)	Interlake Ptg. Co.	L. D. Spafford				
LEWISTOWN	Democrat-News									
9,200	(m) 5,901	.035	.035	(D) (AP) (†) (J) (81)	Democrat-News Co., Inc.	Tom Stout E. G. Ivins	J. W. Hanley C. Stout (sp) J. W. Hanley (Su)	Harry E. Lay E. Trepp (cm)	Earl F. McGinnis	E. F. McGinnis H. E. Lay (j)
	Sunday edition									
	(S) 5,901	.035	....							
LIVINGSTON	Enterprise									
7,100	(m) 2,286	.023	.023	(I) (AP) (J) (131)	Livingston Pub. Co.	L. E. Flint	L. E. Flint W. B. Powell (sp) L. E. Flint (Su)	L. E. Flint E.M.Harrington (cm)	E. A. King E. M. Harrington (n)	Rob't Dick, Jr.
MILES CITY	Star									
12,000	(e) 2,880	.03	....	(R) (AP) (J) (131)	Independent Ptg. Co.	Jos. D. Scanlan L. F. Grill	J. H. Gibbons Ruth McCrumb (Su)	Jos. D. Scanlan W. F. Flinn (bm) Loren Brownlee (cm)	O. L. Hicks W. F. Flinn (n)	H. G. Potter C. B. Lebicher (j)
	Sunday edition									
	(S) 4,200	.04	....							
MISSOULA	Missoulian									
15,300	(m) 4,957x	....	....							
	Sentinel									
	(e) 2,696x	....	....	(I-R) (AP) (†) (J) (131)	Warren B. Davis	Warren B. Davis French T. Ferguson	Harold Swan (m) Ralph Swartz (e) Roy Roerse (sp) F. T. Ferguson (Su)	C. A. Colby (bm) M. R. Thomas (cm)		John Leach D. S. McCallum (j)
	Combined daily									
	(me) 7,653x	.06	.04							
	Sunday edition									
	(S) 6,685x	.06	....							
	Northwest									
	(e) 4,358	.04	.042	(I) (UP) (†) (J) (133)	Northwest Pub. Co.	Ernest J. Immel Thos. E. Wade	Ernest J. Immel	Thos. E. Wade James McGovern (cm)	Whitney C. Allyn	Ed. T. Brost

NEBRASKA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BEATRICE	Sun									
11,500	(e) 5,423	.04	.032	(I) (AP) (131)	E. M. Marvin	E. M. Marvin T. D. Bradley	R. R. Rothenberger (sp)	H. Sabin	C. J. Lash	J. D. Faris
	Sunday edition									
	(S) 5,423	.04	.032							
COLUMBUS	Telegram									
7,500	(e) 4,071	.03	.025	(D) (UP) (J) (116-4)	Telegram Co.	Edgar Howard Al C. Smith	Z. H. Loomis	A. H. Backus	L. R. Hansen Mrs. D. Oelrich (el)	A. H. Backus (j)
FALLS CITY	Journal									
6,500	(e) 3,397	.025	.025	(I) (UP) (J) (none)	Gene A. Howe	N. W. Todd		Wilbur C. Hawk L. F. Nusbaum (bm)		
	News									
	(m)	.021	....							
	Sunday edition									
	(S)	.021	....							
FREMONT	Tribune									
12,000	(e) 7,077	.04	....	(R) (UP) (J) (131)	Hammond Ptg. Co.	Charles S. Ryckman	Alfred C. Runyan	Ray W. Hammond W. B. Reynolds (cm)	B. I. Conant R. W. Hammond (n) F. Campbell (el)	John Martin (j)
GRAND ISLAND	Independent									
17,000	(e) 9,114	.04	....	(I) (AP) (J) (131)	Independent Pub. Co.	A. F. Buechler	Oswald Michelman	J. R. Fulton (bm) Don Boehm (cm)		F. G. Baldwin
HASTINGS	Tribune									
15,007	(e) 9,941	.05	.05	(I) (UP) (J) (131)		Henry G. Smith	Henry G. Smith	Henry G. Smith H. A. Alford (cm)	R. F. Kennedy	Orlo Fearn
KEARNEY	Hub									
10,000	(e) 3,559	.03	.025	(R) (UP) (J) (131)	Hub Ptg. Co.	M. A. Brown	H. C. Kroger John Cronley (sp)	Hugh R. Brown (bm) L. R. Peterson (cm)	E. S. Kroger	
LINCOLN	Journal									
71,100	(m) 24,509	....	....							
	Journal									
	(e) 16,506	....	....	(I-R) (AP,UP) (†) (J) (E) (17)	J. C. Seacrest	F. L. Williams (m) H. T. Dobbins (e) F. L. Williams (me)	M. P. Clifford John Bentley (sp)	J. C. Seacrest Fred Seacrest (bm) L. C. Schlegel (cm)	Joe W. Seacrest G. Callander (n) M. H. Sherburne (el)	J. R. Duff
	Total Daily									
	(me) 41,015	.10	.096							
	Sunday edition									
	(S) 31,098	.10	.096							
	Star									
	(e) 36,579	.10	.08	(I) (AP,INS,UP) (†) (133-57)	Star Pub. Co. H. E. Gooch, Pres.	J. D. Lawrence	L. A. Becker C. S. Sherman (sp)	L. E. Tobin O. E. Jerner (cm)	Walter W. White Harold Wilging (el)	J. I. Moore
	Sunday edition									
	(S) 31,071	.10	.08							
McCOOK	Gazette									
8,000	(e) 3,000	.03	.025	(I) (UP) (J) (131)	H. D. Strunk	H. D. Strunk Alton H. Weibel		H. D. Strunk	C. J. Niebuhr	H. D. Strunk (j)
NEBRASKA CITY	News-Press									
8,000	(m) 3,986	.03	.03	(I) (UP) (J) (116-4)	Press Ptg. Co., Inc.	J. H. Sweet	J. A. Peal	J. H. Sweet (bm) Harold Shinn (cm)	Marie Duncan	F. E. Olmsted
	Sunday edition									
	(S) 3,986	.03	.03							
NORFOLK	News									
12,246	(e) 9,521	.05	....	(I) (AP) (J) (131)	Gene Huse	Gene Huse S. H. McCaw	N. S. Barth	Gene Huse F. C. Asmus (bm)	William Reckert P. A. Wagner (el)	B. W. Nightengale
OMAHA	Bee-News									
222,700	(m) 70,549	....	....							
	Bee-News									
	(e) 52,291	....	....	(I) (AP,UP,INS,US) (*S) (†) (J) (E) (131-67)	Peter Hamilton	Fred S. Hunter (me)				
	Total Daily									
	(me) 122,840	.25	....							
	Sunday edition									
	(S) 118,805	.25	....							
	Journal-Stockman									
	(e) 23,414	.09	.09	(I) (UP) (J) (110a-36a)	Journal-Stockman Pub. Co.	Bruce McCullough Howard Biggar		W. A. Truelson	J. O. Watson	
	World-Herald									
	(m) 64,860	....	....							
	World-Herald									
	(e) 59,914	....	....	(I-D) (AP,CP,CT) (*S) (†) (E) (123)	Gilbert M. Hitchcock	Harvey Newbranch W. R. Watson	B. F. Sylvester Frederick Ware (sp)	H. Doorly (bm) M. B. McNab (cm)	L. I. Archibald (dir) M. Tancock (local) I. M. Baker (n) C. C. Armstrong (el)	M. B. McNab
	Total Daily									
	(me) 124,774	.25	.145							
	Sunday edition									
	(S) 122,730	.25	.145							
PLATTSMOUTH	Journal									
8,236	(e)	.011	....	(I) (J) (none)	R. A. Bates	R. A. Bates				
SCOTTSBLUFF	Star-Herald									
9,840	(m) 4,007	.035	.029	(I-R) (AP) (J) (1-131)	Star-Herald Ptg. Co.	H. J. Wisner	Herbert Thies Floyd C. Wisner (sp)	H. J. Wisner H. C. Vandecar (cm)	Ed Emerine Frank Wisner (el)	S. C. Curtis Ed Emerine (j)
	Sunday edition									
	(S) 4,007	.035	.029							
SOUTH OMAHA	Sun									
	(e)	.071	....							
YORK	News-Times									
8,000	(e) 2,750	.03	.025	(I) (UP) (J) (none)	York Blank Book Co.	Thomas D. Bourke	Thomas Bourke	Thomas Curran T. Curran, Jr. (cm)	R. O. Bartlett M. Hayes (el)	E. C. Curran

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEVADA

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CARSON CITY 1,862	Appeal (e)	400	.011	....	(D) (UP) (J) (d) (none)	H. R. Nighels	H. R. Nighels				A. E. Buckner
	News (m)	.....	.011	....	(R) (J) (d) (3-30)	E. T. Clyde	E. T. Clyde				
	Sunday edition (S)	.....	.011	....							
ELY 2,427	Times (e)	850	.021	....	(I) (UP) (J) (none)	Vail M. Pittman	Vail M. Pittman				
GOLDFIELD 1,630	Tribune (e)	.....	.029	....	(J) (d) (none)	Esmeralda County Ptg. Co.	C. S. Hersig				
RENO 15,000	Gazette (e)	6,751	.05	.036	(R) (AP) (19-112)	Reno Evening Gazette	Graham Sanford		Graham Sanford; Leigh Sanford (bm)	Leigh Sanford (n)	
	Nevada State Journal (m)	5,015	.03	.029	(I) (AP) (J) (133)	J. G. Scrugham	J. G. Scrugham	E. J. Greenwalt; J. F. Cahlan (sp)	J. G. Scrugham; O. W. Davie (bm); G.F.Franzman (cm)	G. F. Overmier	H. L. Brown; Geo. K. Knauth
	Sunday edition (S)	5,313	.03	.029							
TONOPAH 4,557	Bonanza (e)	1,485	.018	....	(R) (J) (30)	W. W. Booth	W. W. Booth				
	Times (m)	1,079	.025	....	(I-D) (AP) (J) (112)	F. F. Garside	F. F. Garside		F. F. Garside		
	Sunday edition (S)	1,079	.025	....							
WINNEMUCCA 2,930	Humboldt Star (e)	1,905	.025	.02	(I-D (UP) (J) (112)	R. C. Stitser	R. C. Stitser	Bernece Stivers	R. C. Stitser (bm)	Avery Stitser	E. M. Stowe

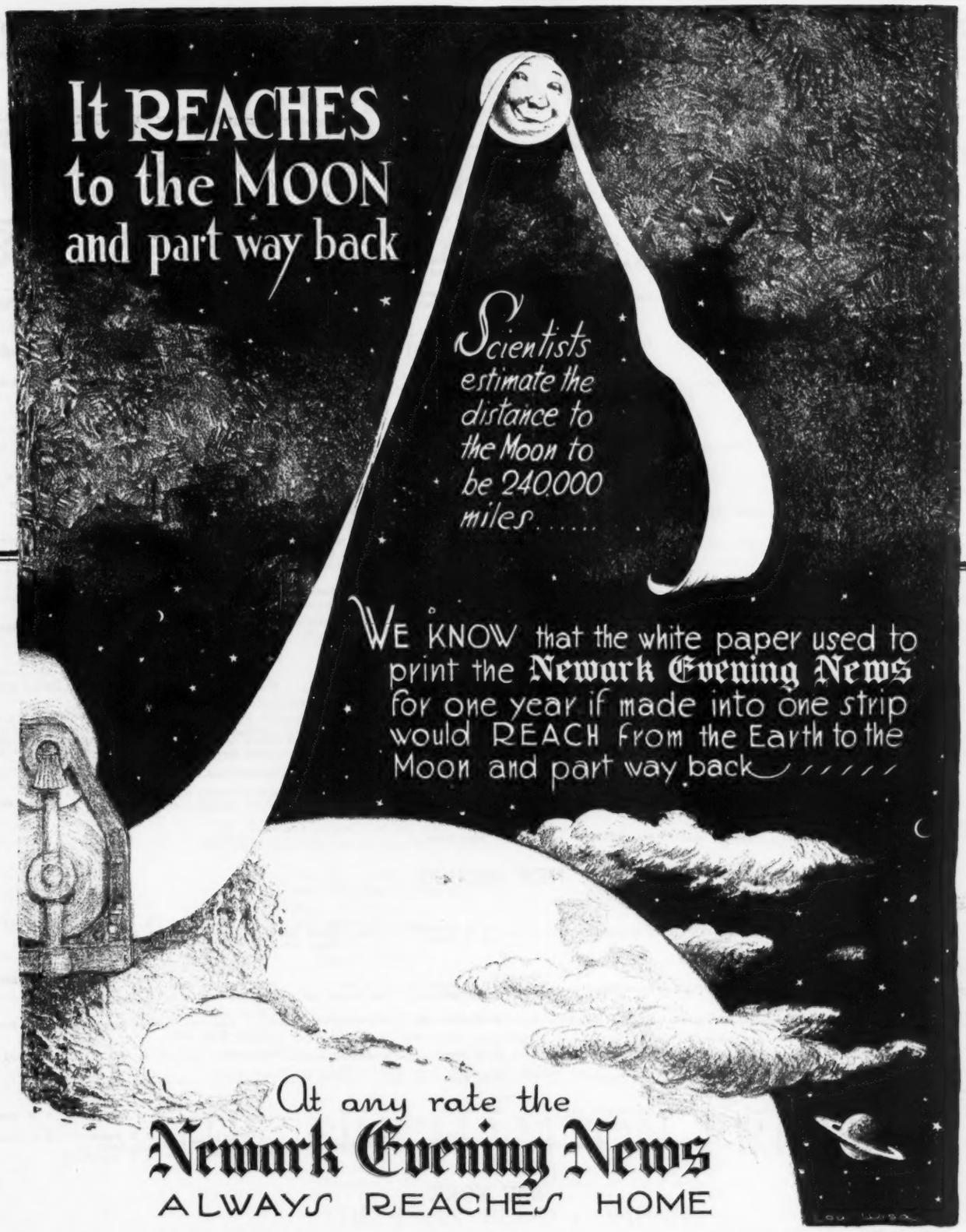
NEW HAMPSHIRE

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CLAREMONT 12,575	Eagle (e)	2,375	.02	.018	(R) (AP) (J) (d) (107)	Eagle Press, Inc.	Wm. E. Langdon	Kenneth D. Whipple	Harold L. Woodward		B. O. Welch
CONCORD 24,800	Monitor & Patriot (e)	6,375	.03	.025	(I) (AP) (107)	Monitor-Patriot Co.	J. M. Langley; Wm. P. Newell	Leon Anderson (sp)	James M. Langley; R. Bishop (cm)	R. Bishop; C. R. Jenneman (n)	
DOVER 13,029	Foster's Democrat (e)	....	.02	....	(AP) (107)	Geo. J. Foster & Co.	Geo. J. Foster				
KEENE 13,500	Sentinel (e)	4,047	.023	....	(R) (AP) (J) (†) (154)	Sentinel Ptg. Co.	H. C. Shaw	J. H. Kline	C. R. Rodgers; R. D. Nims (cm)	R. D. Nims	J. W. Prentiss (j)
LACONIA 13,000	Citizen (e)	1,925	.015	.015	(I) (AP) (116-4)	Edward J. Gallagher	E. J. Gallagher		Etta G. Gallagher		
MANCHESTER 85,700	Sun (New daily) (m)	....	.07	....	(I) (US) (†) (none)	Howard R. Bangs	Warden H. Curtis; John Gardiner (me)	John J. Mitchell (sp)	Albert Schlinck; C. W. Smith (cm)	A. A. Levesque	Joe. Caron
	Union (m)	15,166	....	....	(I-R) (AP,CP) (E) (14)	Union-Leader Pub. Co.	Frank Knox; Robert M. Blood		J. A. Mulhling; W. E. Potter (cm)	C. Dekker	
	Leader (e)	15,208	....	....							
	Total Daily (me)	30,374	.12	....							
	L'Avenir National (e)	3,863	.03	....	(I) (INS) (†) (J) (none)	Ernest A. Bournival	Ernest A. Bournival; Louis H. Pare	Louis H. Pare; Edmond Dumas	E. A. Bournival (bm); Leopold Bellemare (cm)	Ferd. N. Bournival; W. J. Lessard (el)	Emile Richer
NASHUA 28,379	Telegraph (e)	7,035	.025	....	(R) (AP) (none)	Telegraph Pub. Co.	B. E. Warren				
PORTSMOUTH 15,500	Herald (e)	6,361	.025	....	(R) (AP) (J) none	Fernando W. Hartford	F. W. Hartford	Percy A. Moulton	Fernando W. Hartford; W. R. Dearborn (bm)	Wm. R. Dearborn	Thomas Morrissey; E. J. Averill (j)

NEW JERSEY

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ASBURY PARK 16,000	Press (e)	11,696	.05	....	(I-D) (AP,CP) (79)	J. Lyle Kinmonth	J. Lyle Kinmonth; E. S. Longstreet, Jr.	E. S. Longstreet, Jr.	Wayne D. McMurray; Charles F. Abel (cm)	David Thurston	
	Sunday edition (S)	6,685	.05	....							
ATLANTIC CITY 67,800	Press (m)	24,155	....	....	(I) (AP,US) (†) (E) (85)	Press-Union Pub. Co.	Francis E. Crossdale	Edward P. Beach; Louis Greenberg (sp); James J. Farrell (Su)	Albert J. Feyl; W. L. Lippincott (em)	Robert E. Peifer; M. L. Mendelsohn (el)	Edward W. Ely
	Union (e)	16,648	....	....							
	Total Daily (me)	40,803	.12	.085							
	Sunday edition (S)	19,482	.10	.065							
BAYONNE 90,000	News (e)	12,049	.045	....	(R) (UP,INS) (44)	Industrial City Pub. Co.	Daniel A. Dean	S. D. Goulding (sp)	William Wo'fe; H. J. Schambers (cm)	C. B. Pomel; A. Nagengast (el)	J. P. McNulty
	Times (e)	12,040	.05	.04	(I-D) (INS) (none)	Sydney Lazarus; Herman Lazarus	A. V. Ripps; Sydney A. Lazarus	Morris Rosenberg (sp)	Maurice Zinader; Hyman Lazarus (cm)	Maurice Zinader; Harry L. Shaver (n)	
BRIDGETON 14,323	News (e)	7,030	.03	....	(R) (UP) (J) (119)	News Co.					
BURLINGTON 13,000	Enterprise (e)	5,815	.02	....	(R) (J) (19)	Enterprise Pub. Co.	J. R. Cheesman; John H. Naylor	Lewis A. Craft	J. R. Cheesman; Wm. Mcgonigal (cm)	J. R. Roberts, Jr.; K. H. O'Connell (el)	Frank Cheesman; W. E. Cheesman (j)
CAMDEN 138,000	Courier (e)	51,044	....	....	(I-R) (UP,US) (†) (150-36)	Courier-Post Co.	J. David Stern; Harry T. Saylor	Frank H. Ryan	W. L. Tushingham (bm); David S. Loeb (cm)	Frank J. Kinsella; Fred T. Willhite (n); Albert L. Ingram (el)	Elmer C. Pratt
	Post (m)	15,146	....	....							
	Total Daily (me)	66,190	.16	.14							
ELIZABETH 110,000	Journal (e)	26,579	.09	....	(R) (AP,UP) (51)	Frederick L. Crane	Frederick L. Crane; George W. Swift	F. H. Griffen; Arch Whitehouse (sp)	Elmer E. Stanion (bm); Warren L. Good (cm)	F. E. Wallace; J. M. Johnson (el)	W. J. Burke
	Times (e)	9,005	....	....							
HACKENSACK 24,311	Bergen Record (e)	14,975	.06	.045	(I) (AP) (†) (126)	John Borg	R. H. Wynkoop; Matt C. Ely	James M. Smith; Herbert G. Holran (sp)	Russell L. Binder (bm); Robert H. Losey (cm)	M. L. Zimmerman; Thomas N. Prime (el)	Charles A. Young
HOBOKEN 68,156	Jersey Observer (e)	42,254	.12	.12	(I-D) (UP) (J) (61)	G. A. Selde	Arthur Fagan; A. Langer	Chas. Brody; H. Donsky (sp)	F. A. Selde (bm); Harry Kelly (cm)	A. L. Kohnfelder	F. Kaufmann; Wm. McQueen (j)
JERSEY CITY 316,700	Jersey Journal (e)	42,547	.12	.12	(I-R) (AP,CP) (150-36)	Evg. Journal Assn.	Joseph A. Dear; Fred J. Gainsway	James Croall; Frank Dunham (sp)	Walter M. Dear; Rudolph E. Leut (bm)	Charlotte Stuhr; Fred M. Helland (el)	R. B. Donaghy
LONG BRANCH 18,000	Record (e)	5,739	.03	.03	(I) (AP) (J) (none)	Daily Record, Inc.	Guion P. Wilson		B. B. Newcomb; E. W. MacKenzie (cm)	Herbert S. Meyers	A. Frederickson; Raymond Bacon (j)
MILLVILLE 16,500	Republican (e)	4,600	.02	.018	(R) (AP,INS) (J) (81)	Republican Pub. Co.	E. M. Wescoat; B. Frank Buck	E. M. Wescoat	Wm. C. Buell; B. Frank Buck (bm); H. C. Tomlin (cm)	H. C. Tomlin	W. C. Gibbon; H. Fehringer (j)
MORRISTOWN 17,000	Jerseyman (e)	4,893	.04	....	(I) (AP) (†) (119)	Jerseyman, Inc.	G. Becker Jamieson	R. A. Drummond (sp)	Alva E. Lamberton; Ray Pickel (cm)	Edgar M. Weed	T. J. McClosky
	Record (e)	4,555	.03	.025	(I) (INS) (J) (126)	Norman B. Tomlinson	Norman B. Tomlinson	Norman B. Tomlinson	Norman B. Tomlinson; Marian Griffin (cm)	Norman B. Tomlinson; Anne M. Kelly (el)	Wilmot E. Wulfers

(*Continued on page 70*)



Average Net Daily Circulation for 1928, 139,212 Copies

According to the 1928 Linage Records of All the Six-day Newspapers in the United States, the NEWARK EVENING NEWS again ranks

FIRST in National Advertising
FIRST in Classified Advertising
FIRST in Automobile Advertising
SECOND in Total Advertising

EUGENE W. FARRELL, Business and Advertising Manager — NEWARK, N. J.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW JERSEY (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
NEWARK 475,000	Ledger (m) 59,020	.15	.15	(I) (AP) (*B) (E) (61)	L. T. Russell	L. T. Russell Harry Gray	R. F. Emerson Joseph Donovan (sp) C. F. Rex (Su)	J. R. Waters	George G. Gaertner C. D. McLucas (cl)	
	Sunday edition (S) 46,636	.15	.15							
	News (e) 134,752	.24	.20	(I) (AP,UP,CP) (†) (E) (123)	Wallace M. Scudder	Edward W. Scudder Arthur J. Sinnott	Lloyd M. Falmly Joseph T. Scarry (sp)	Eugene W. Farrell (bm) Harry G. Kallop (cm)	Eugene W. Farrell Benjamin J. Foley (cl)	C. A. Olmsted
	Star-Eagle (e) 98,157	....	....	(I-R) (AP,SN) (†) (14)						
	Sunday Call (S) 84,754	.15	.15	(I) (AP) (*B) (E) (19)	Call P. & P. Co.	G. W. Thorne W. S. Hunt	John Beer Gus Falner (sp)	Louis Hannoch (bm) Louis Boehkin (cm)	P. H. Baldwin	
NEW BRUNSWICK 40,000	Home News (e) 13,668	.065	....	(I) (AP) (16A-36)	Home News Pub. Co.	Elmer B. Boyd George C. Ingling	John K. Quad Ray Zimmerman (sp) Harold E. O'Neil (Su)	Elmer B. Boyd Ray C. DeHart (cm)	Harvey A. Huff	Wm. E. Rule, Jr.
	Sunday Times (S) 11,214	.065	....							
ORANGE 112,108	Courier (e) 9,863	.06	.042	(I) (INS) (107)	Publishing Co. of the Oranges and Maplewood	G. C. Jones H. N. Balch	James MacDonald Stephen Dick (sp)	H. N. Balch C. H. Shively (cm)	H. N. Balch	G. A. Gaskill
PASSAIC 72,000	Herald (e) 16,473	.06	.039	(I) (AP) (107)	James H. Walden	William M. McBride	Robert E. Irwin	Edward H. Roemle Jere C. Healy (cm)	Peter M. Contant John J. Zellin (cl)	James C. Sigler
	News (e) 15,481	.06	.036	(I) (AP) (107)	Dow H. Drukker	George M. Hartt	Allen W. Smith Wendell Merrill (sp)	Jere C. Healy (cm)	Henry F. Buonocore C. W. Delaney (n) Bert Hartman (cl)	
	Sunday Eagle (S) 4,850	.03	.03	(I-D) (INS) (J) (none)	Max L. Simon	Max L. Simon	Robert Stakesing James Cahill (sp)	Max L. Simon Harry Grossman (cm)	E. J. Kelly E. Zucker (cl)	Wm. W. Post
PATERSON 149,000	Call (m) 20,700x	.07	.036	(R) (AP) (J) (51)	Call P. & P. Co.	Ferdinand A. Friedrich	John J. Sweeney William Harvey (sp)	T. W. Hendershot (bm) Eugene Modeman (cm)	Henry DeYong	Geo. M. Schreck W. J. Holt (j)
	News (e) 13,885x	.06	.057	(I) (INS) (150)	Harry B. Haines	Harry B. Haines	Abram J. Greene Edw. J. Callahan (sp)	Jules C. Levine Thomas Dunkley (cm)	Herbert M. Schmidt Milton Levine (n) S. R. Alexander (cl)	Daniel B. Watson
	Press-Guardian (e) 17,289x	.06	.04	(I) (AP) (†) (126)	W. B. Bryant	W. B. Bryant	Arthur Krahmer Rich. L. Healey (sp)	W. B. Bryant L. Petzinger (bm) Sam Hickerson (cm)	Rodney Leeds Lambert Petzinger (n) C. M. Foyle (cl)	J. T. Pete
	Sunday edition (S) 11,723x	.06	.04							
PERTH AMBOY 51,500	News (e) 12,105x	.055	....	(I) (AP) (126)	Evening News Co.	J. L. Clevenger	Irving J. Reimers	D. P. Olmstead E. T. Trueman (cm)	J. Y. Duff	
PLAINFIELD 52,500	Courier-News (e) 14,469	.05	.043	(I-R) (J) (UP) (105)	Courier-News Co.	Frank E. Gannett Norman Nairn	Harold E. Keenan Gene Hampson (sp)	C. F. Stout H. W. Blackford (cm)	A. Wallace Zimmerman	Wm. Morrison
TRENTON 139,000	State Gazette (m) 15,914	....	....	(I) (AP,UP) (E) (85)	James Kerney	James Kerney C. H. Levy (M) (me) T. F Waldron (E) (me) A. B. Thompson (S) (me)		Frank D. Schroth	Thomas L. Kerney	Russell Stirling
	Times (e) 43,313	....	....							
	Total Daily (me) 59,227	.16	.15							
	Sunday edition (S) 31,949	.14	.11							
UNION CITY 70,000	Hudson Dispatch (m) 19,275	.06	.06	(D) (AP) (J) (149-110)	William Rubel	Haddon Ivins John Mitchell	Frank Boyce L. Shabazian (sp)	William Rubel L. J. Whitford (bm) John Schuler (cm)	Walter Dodwell C. Webster Knerr (cl)	Fred A. Wood Abraham Zicker (j)
VINELAND 9,000	Journal (e) 2,688	.025	....	(I) (AP,UP) (119)	Evening Journal	Edward H. Ladd	Gordon J. Hart	George C. Ladd	Arthur J. Scholz George C. Ladd (n)	
	Times (e) 1,932	.023	.015	(I) (none)	Times Pub. Co.	Max Leuchter	Ira Krichoff Wm. Mulligan (sp)	C. P. B. Leuchter (bm) William Mulligan (cm)	C. I. Lutsky Max Leuchter (n) E. Gilchrist (cl)	Lewis Howell
WOODBURY 10,000	Times (e) 5,170	.03	.03	(I) (INS) (J) (none)	Daily Times Co.	J. Frank Wilson		J. Frank Wilson		

NEW MEXICO

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBUQUERQUE 35,000	Journal (m) 13,422	....	....	(I) (AP,UP) (†) (10)	T. M. Pepperday	T. M. Pepperday H. P. Pickrell	C. C. Root Richard Arledge (sp) H. P. Pickrell (Su)	T. M. Pickrell W. C. Golden (cm)	H. J. Vaughn E. W. Patton (n) E. Phillips (cl)	E. Stoerett
	Journal (e) 7,272	....	....							
	Combined daily (me) 20,694	.07	.07							
	Sunday edition (S) 14,081	.07	....							
	State Tribune (e) 14,753	.07	....	(I) (UP) (†) (143)	Scripps-Howard	E. H. Shaffer B. T. Bliss	B. T. Bliss Dan Burrows (sp)	R. B. Waggoman (bm) Wm. Geddes (cm)	Don M. Higgins O. C. Brown (n) Genevieve Cotton (cl)	Homer Reed
LAS VEGAS 6,767	Optic (e) 3,236	.02	.02	(R) (AP) (J) (none)	Optic Pub. Co., Inc.	H. W. Kane (me)	Maurice Salmon (sp)	H. W. Kane C. F. Kohl (bm) Vernon Wilson (cm)	Coburn Russell (n-cl)	R. M. Hemstreet (j)
RATON 6,272	Range (e) 1,305	.021	....	(R) (AP) (†) (J) (none)	Raton Pub. Co.	W. G. Brown	Harold Leath	W. G. Brown	C. H. Muth	Hugo Nerd
ROSWELL 10,000	Record (e)	.025	....		C. E. Mason	C. E. Mason				
	Dispatch (m) (new daily)	.025	.025	(I-D) (AP) (†) (J) (none)	Dispatch Pub. Co., Inc.	Will Robinson	Vic Wagner	Paul I. Odor John Ellett (cm)	W. E. McCarrier	B. P. Rasmus
	Sunday edition (S)	.03	.03							
SANTA FE 9,500	New Mexican (e) 2,835	.029	....	(I) (AP) (†) (J) (126)	Santa Fe New Mexican Pub. Co.	E. Dana Johnson	A. N. Morgan (sp)	J. C. McConvery Grace Hammon (cm)	C. E. Redman Anna Kaune (n) C. E. Redman (cl)	S. C. Chatham

NEW YORK

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBANY 120,400	Knickerbocker Press (m) 34,307	.12	.08	(I-R) (AP,UP,NYW) (*8) (†) (E) (17)	Arthur D. Hecox (bm-in charge of publishing)	Walter P. Plummer Allen Eddy	Thomas G. Ford Charles Young (sp)	Arthur D. Hecox J. W. O'Connor (cm)	John J. Connors James McGovern (cl)	Joseph Griesman
	Sunday edition (S) 55,863	.17	.10							
	News (e) 54,751	.13	.09	(I-R) (AP,UP) (†) (E) (17)	Arthur D. Hecox (bm-in charge of publishing)	Frank E. Gannett Walter P. Plummer	Gerald Lyons Charles Young (sp)			
	Times-Union (e) 45,641	.14	.11	(I) (AP,INS) (†) (E) (16-90-36)	E. W. Waldron	W. R. Hearst G. O. Williams	C. W. Hyde Marty McDonough (sp)	McH. Browne (chf. acct) H. H. Ouchay (cm)	W. A. Glass M. E. Trippe (cl)	
	Sunday Telegram (S) 20,743	.06	.04	(R) (UP) (J)						
AMSTERDAM 36,200	Recorder & Democrat (e) 7,640	.05	.032	(R) (AP) (†) (J) (131)	Wm. J. Kline & Son, Inc.	William J. Kline J. E. Willoughby	R. H. Simmons Wm. B. Maroney (sp)	Gardiner Kline J. A. Blanchfield (cm)	William H. Kuhn A. W. Savage (n) Milo Dressler (cl)	William B. Greene R. D. Trull (j)
AUBURN 38,500	Advertiser-Journal (e) 3,868	....	.019	(R) (AP) (81)	Advertiser-Journal Co., Inc.	R. W. Chamberlain Victor J. Callanan		Charles D. Osborne		
	Citizen (e) 6,315	....	.022	(I-D) (AP) (J) (81)	Auburn Pub. Co.	Wm. O. Dapping		Charles D. Osborne		
	Total daily (e) 10,183	.055	....							

(*Continued on page 72*)

THE WEATHER
Fair, partly cloudy tonight and Wednesday; lowest temperature tonight 30. Warmer Wednesday.

BINGHAMTON PRESS

First City Edition

Vol. 50, No. 206. THIRTY-TWO PAGES TUESDAY EVENING, DECEMBER 11, 1928. PRICE THREE CENTS

WALES RACES TO SEE KING ALIVE

Bolivia Quits Pan-American Peace Conference

Legation Cites Attack on Fort by Paraguay

Note Declares Bolivians Are Forced to Withdraw from Deliberations

LEAGUE ACTS IN CRISIS

Cables S. American Nations Expressing Confidence War Will Be Averted

Washington, Dec. 11 — (United Press)—The Bolivian legation today notified Pan-American conciliation conference here of its withdrawal from that gathering.

The legation note, addressed to Chairman Kellogg of the conference, said that in the face of the attacks by Paraguayan troops on a Bolivian fort on El Chaco, the Bolivian delegates were forced to withdraw from the deliberations.

Ingano, Switzerland, Dec. 11—(United Press)—The council of the League of Nations cabled to the governments of Paraguay and Bolivia today expressing confidence that the border dispute between the two nations would not become serious. It was the first time the league had acted in the interests of peace in the Western Hemisphere.

Hand of Hoover Seen in Speedy Action to Check Border Dispute

Binghamton Press Bureau
Washington, D. C. Dec.

While bounds of war strained the leash across the Bolivian-Paraguayan boundary Monday and the peace of the Latin Americas was threatened with disruption, the ... of Hoover diplomacy began at Washington, three months ahead of scheduled time.

What amounted to a solemn diplomatic warning in the name of the ... countries assembled around the horseshoed table of the Pan-American Conference on Conciliation and Arbitration was served in short order upon Bolivia and Paraguay, just as these two nations were rising on their hind legs to do battle over the boundary dispute that has been smoking for nearly 170 years.

No one who watched the first session beneath the glittering chandeliers of the hall of American peace and good will is likely to forget the dramatic halftone with which the solemn council of diplomatic moves to avert the war in the Latin America.

While the message of President Coolidge to the conference was still echoing through the room, the ... of diplomacy as practiced in the heatless precincts of ... world intrigue were put aside. The organization of the conference, attention of state and other incidental business of beginnings which ordinarily is slow, cumbrous and marked by longwinded speeches was dispatched through by Secretary Frank B. Kellogg, with the speed of an American electorate meeting in American political convention.

Kindled before Mr. Coolidge and his gold-braided military aides had returned to the White House, diplomats of Peru Mauritio of Peru was ... with resolutions calling Bolivia and Paraguay to their senses ... authorizing Mr. Kellogg as president ... to appoint a committee to the Bolivian-Paraguayan crisis.

Another dramatic moment ... in that high vaulted chamber ... flock coated delegates and ... representative. To a man, delegates of the 20 nations, among ... those of the non-signatory nations ... to unanimous approval of the Peruvian resolution.

The minutes after the ... adjourned Mr. Kellogg ... appointed his committee headed by Mauritio and including Charles Evans Hughes, the twin ... of sub-rosa persuasion were on the ... and a speed record had ... established in diplomatic circles ... the Americas.

Behind the fast moving ... which preceded the ... and the remarkable speed ... marked the action of the conference, Washington friends of ... President of the United States today were discerning the ... hand of Hoover ... the emergency idea of three American administrations.

Here directly or indirectly Hoover ... the friends of Hoover ... The matter must be left to the ... of Mr. Kellogg ... Hoover in South America on ... mission of good will, the ... has already ... established ... governments of some of the leading nations at the conference. He ... touch with officials at Washington ... and particularly with those ... Pan-American ... Hoover filled well in the minds of the friends, with the hearts taking ... of yesterday's diplomatic procedure.

It all reminded newspaper men who were abroad with him during the feeding of Europe of some of the things that he did to simplify

(Continued on Page Ten)

The Leader in Binghamton

—in Advertising
—in Circulation
—in Reader-Interest

The Binghamton Press carried total advertising in the 12 months of 1928 of 10,630,285 agate lines, a gain over the year 1927 of 197,888 agate lines. This is far in excess of that carried in any other Binghamton newspaper.

Comparative Totals for Two Years

12 Months 1927		12 Months 1928	
Local	6,586,417	Local	6,694,549
National	2,197,219	National	2,314,557
Classified	1,648,761	Classified	1,621,179
Total	10,432,397	Total	10,630,285

Complete Circulation Coverage

The Binghamton Press covers the Binghamton Area like a well-fitting glove. Being listed nationally in the "home zone" as third in point of density of coverage, and that coverage being in a market geographically isolated from any other shopping zone, the Press is constantly selected by National Advertisers for test campaigns. These campaigns, in practically all instances, prove so successful, that permanent schedules result.

The A. B. C. Report for the Year Ending June 30, 1928 gives the Press:—

Total City Circulation	21,357
Total Suburban Circulation	10,932
Total, all others	4,229
Bulk Sales (average)	7
Grand Total	36,525

Essentially a "Home Paper"

The "reader interest" of the Binghamton Press is best exemplified through its nearly one hundred percent coverage of the Binghamton area. People buy the Binghamton Press for itself alone, its bountiful circulation having been built through the years without undue inflation methods.

THE BINGHAMTON PRESS

Something Therein for Every Member of the Family

THE JOHN BUDD COMPANY

National Advertising Representative

New York Atlanta Chicago Los Angeles
Dallas Portland St. Louis San Francisco

Ruler's Chance for Life Slight, Is Latest View

London Wonders if Heir Will Reach Palace Before Expected End

IS FEVER STILL HIGH

Today's Bulletin Not Regarded as Satisfactory in Palace Circles

London, Dec. 11.—(Associated Press) — King George's physicians were waging a fight against death this morning. Unofficially it was said that chances of his recovery were slight.

Most persons were wondering whether the Prince of Wales, who was expected to reach London tonight, could win his race with time and again see his father alive.

It was stated authoritatively today that although the doctors were able to say that there was no further improvement of the King's strength, today's bulletin was not regarded at Buckingham Palace circles as satisfactory. The anxiety which prevailed among members of the royal household throughout yesterday continued unabated.

Continuance of the King's high temperature, it was pointed out, meant that the infection which developed in some measure yesterday still existed, and although the fever was not worse the position regarding the infection had not improved.

The Press Association was reliably informed at 2 o'clock this afternoon that there has been no change in His Majesty's condition since this morning.

The official bulletin, which was brief and still non-committal, conveyed little to the general public, and certainly gave no ground for belief that there was any change for the better in the King's condition.

It was evident that the persistent fever which caused King George for more than three weeks and has been sapping strength day by day still held a firm grip upon him.

That the King's powers of resistance have been ebbing for days under the strain of a long infection which spread to his general system has been evident from the physicians' recent reports. There was some comfort for his anxious subjects, who have been hoping almost against hope, however, in the statement in today's bulletin that there had been no further diminution of strength after a night in which the King had several hours' sleep instead of passing a disturbed night as on Sundays. Whether this was a normal sleep was not stated in the bulletin.

The bulletin, signed by Sir Bailey Hewett and Lord Dawson of Penn, said:

"His Majesty the King has had several hours' sleep. The temperature remains high, but there is no further impairment of the strength."

That public concern over the King's condition was increasing was seen by the growing size of the crowds which gathered around Buckingham palace. The throng was large despite the prevalence of drizzling winds which swept across the paved plaza these cold winter days.

Anxiety was written on the faces of the majority of those who waited.

Those who waited outside the palace said to be content with what they could see obtained from the statement that there was no further deterioration in the King's strength and this statement when read in connection with the fact that there was no relaxation in the grip of the fever, did not afford any great amount of comfort.

Lord Dawson returned to Buckingham palace just before 2 o'clock this afternoon.

The queen did not leave the palace during the afternoon for her usual drive.

Lord Dawson arrived at the palace at 9.30. Sir Stanley spent the night at the palace.

During the night, palace officials were said to a semi-official announcement to be disguised by the condition of the king. The evening bulletin read:

"His Majesty had a quiet day. The signs in the lung have im-

(Continued on Page Ten)

Eavesdropper Is Under Bar ...

... age last 27 years. He has three children. His annual income is $192. Each week he drinks three pints of beer and smokes two cigars and 19 cigarettes. And he dies at 69.

Nanking, China, Dec. 11—(Associated Press)—Chiang Kai-Shek, head of the Nationalist government, has invited President-elect Hoover to visit China as a means of bettering relations between China and the United States. The invitation was extended to Hoover through the Chinese minister at Lima, Peru.

... raced on dark and ... A policeman detained them. Ryer made effective repairs.

When the other two reached the house they found Ryer smiling. Allen and Carter were fined $25 each.

... the United States is only at the beginning of a period which will go down in history as "the gold age" also that America is destined to gain world leadership in the arts, literature and science, that the current increase of prosperity is a vital growing force founded on the most efficient industrial organization ever nation ever has achieved.

... ment is being conducted by Wireless Pictures 1928, Ltd., in conjunction with the Daily Mail.

On shelves on each side of the cabin on the liner were two machines. One was a receiving set (opposite it and connected in parallel with the loud speaker) was a Pathegraph receiver. This receiver includes a metal drum around ...

... attributed to ... Pope, the young ... Bromley, Kent, England, wireless expert.

The announcement was regarded remarkable, as the Atlantic in ... storm was raging at the time. In addition, the Aquitania has 196 masts and four generators, the ... being sufficient to light a large town.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK (Cont'd)

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BALLSTON SPA 5,500	Journal (e)	1,100	.021	.014	(R) (J) (30)	C. H. Grose & Son	Arthur Mathers C. H. Grose, Jr.		C. H. Grose, Jr.	C. H. Grose, Jr.	C. H. Grose, Sr.
BATAVIA 17,000	News (e)	9,659	.04	.04	(I-R) (AP) (†) (none)	Gerritt S. Griswold	Andrew J. McWain Lawrence W. Griswold	F. J. Schindelmayer William Rosen (sp)	Milton R. Miller	Miss Loretta Ford M. R. Miller (n)	Henry A. Clark
BINGHAMTON 74,800	Press (e)	36,379x	.12	....	(I-R) (AP,UP) (mer) (†) (E) (20)	Willis Sharpe Kilmer	Frank W. Clark	Pierce C. Weller Albert Lamb (sp)	Ralph E. Bennett Ch. E. Blewer (cm)	James J. Burnett Merle C. Ostrom (n) Leo S. Mulford (cl)	Walter Kettle
	Sun (m)	....	.07	....	(R) (AP,US) (10)	Morning Sun, Inc.	Walter J. Lyon		William S. Hill		
BROOKLYN 2,300,000	Citizen (e)	41,511	.12	....	(D) (UP) (81)	David J. McLean	Solon Barbanell J. J. Dempsey	A. J. Busch W. J. Grangey (sp) H. E. Tower (Su)	David J. McLean E. F. Sexias (bm) M. C. Liana (cm)	W. M. Horner J. Hawthorne (cl)	W. E. Tydeman
	Sunday edition (S)	51,998	.12	....							
	Eagle (e)	81,083	.25	.22	(I-D) (AP) (J) (E) (125)	Frank E. Gannett, Prest.	Arthur M. Howe Harris M. Crist	Edwin B. Wilson Abe Yager (sp) F. B. Stevenson (Su)	Seth J. Moore (cm) Seth J. Moore (cm)	Harry Madden Albert Haeusler (cl)	George Windram Emil J. Aberle (j)
	Sunday edition (S)	92,720	.25	.22							
	Standard-Union (e)	59,720	.20	....	(I) (UP) (14)	Paul Block	Ik Shuman Henry Surguy	Joseph Schmalacher Murray Robinson (sp)	Daniel Nicoll George Trosham (cm)	William F. Reynolds	
	Times (e)	108,442	.25	....	(R) (UP) (†) (E) (96)	Fremont C. Peck	John N. Harman Clarence A. Hebb		John N. Harman G. R. Rothwell (bm) E. S. Dobson (cm)	Leslie L. Rood	
	Sunday edition (S)	101,657	.25	....							
BUFFALO 555,800	Courier-Express (m)	125,261	.25	....	(I) (AP,UP,CT) (*S) (†) (mer) (96)	Wm. J. Conners, Jr.	Burrows Matthews John D. Wells	C. H. McChesney Wm. J. Kelly (sp) W. E. J. Martin (Su)	Wm. S. Bennett E. C. Murphy (bm) Frank J. Clancy (cm)	Wm. E. O'Brien R. C. Harris (n) Philip Crawford (cl)	Andrew Bennett
	Sunday edition (S)	167,302	.30	....							
	News (e)	154,720	.30	.26	(I) (AP,UP,CP) (mer) (†) (E) (85)	E. H. Butler	A. H. Kirchhofer E. H. Butler	Wm. F. O'Connell R. C. Stedler (sp)	E. H. Butler C. G. Underhill (bm) G. Therrien (city cm) Geo. Erb (city cm)	J. F. Melia M. B. Norton (n) John Fowler (cl)	John W. Rosenbach
	Times (e)	122,014	.24	.16	(D) (AP,UP,INS) (*S) (mer) (†) (158)	Norman E. Mack	Norman E. Mack Nelson Wilkinson	Edward Lewis Eddie Tranter (sp) Sam Hippler and George Earle (Su)	Philip F. Metz Stuart C. Welch (bm) M. D. Treble (cm)	Harry E. Pocock W. J. Rosenberger (n) James E. O'Connor (cl)	Henry Mangus
	Sunday edition (S)	154,710	.24	.16							
CANANDAIGUA 8,950	Messenger (e)	3,218	.03	.02	(I) (AP) (81)	Richard DeWitt	Richard DeWitt Houston Brown	Catherine Welch Jean Walrath (sp)	Richard DeWitt Mabel Hoffman (cm)	George McDade Richard DeWitt (n) Josephine Robson (cl)	Harry Eiseline
CATSKILL 6,000	Mail (e)	3,015	.03	.03	(D) (J) (81)	M. Edward Silberstein	M. Edw. Silberstein Frank S. Palmer	Elizabeth Morrison H. E. Silberstein (sp)	M. Ed. Silberstein W. Platt Fisher (cm)	Howard E. Silberstein Elizabeth Morrison (cl)	William J. Gallt Frank Gallt (j)
COHOES 25,500	American (e)	10,703	.05	.05	(I) (INS) (J) (107)	Cohoes American, Inc.	Frank V. Kennedy	T. B. Kiley	Ambrose A. Scully (bm)	A. A. Scully (n) Bernard Kelly (cl)	Henry Bessette E. Catteller (j)
COOPERSTOWN 2,800	Glimmerglass (e)	....	.021	....	(I) (J) (none)	Freeman's Journal, Inc.	W. R. Littell				
CORNING 20,238	Leader (e)	9,232	.05	....	(I) (AP) (79)	Edwin S. Underhill	J. McCarty		W. A. & E. S. Underhill, Jr.		
CORTLAND 16,618	Standard (e)	5,718	.04	.029	(R) (AP) (J) (10)	Standard Ptg. Co., Inc.	E. H. Clark F. H. Crook	F. H. Crook William Dowd (sp)	E. H. Clark L. P. Randall (bm) T. I. Greene (cm)	E. H. Stanley E. H. Clark (n) L. P. Randall (cl)	E. H. Clark E. J. Ryan (j)
DANSVILLE 5,300	Breeze (e)	2,000	.021	.021	(R) (J) (3)	Bayard H. Knapp Walter Knapp	Bayard H. Knapp	Francis J. O'Hara (sp)	Walter C. Knapp (bm)	Walter C. Knapp	Carlos Knapp
DUNKIRK 20,870	Observer (e)	4,474	.03	....	(I) (UP) (44)	Dunkirk Ptg. Co.	Gerald B. Williams				
ELMIRA 50,000	Advertiser (m)	8,668	....	....	(I) (AP) (†) (E) (105)	Frank E. Tripp	Frank E. Gannett Geo. S. Crandall	Roy D. Wald (m). G. Sherwood (sp-m). J. P. Hanrahan (e) Donald Seeley (sp-e) M. D. Richardson (Su)	John T. Calkins Harry Baltz (cm)	J. T. Calkins (adv. dir) D. W. Dilly (n)	Frank J. Genger
	Star-Gazette (e)	25,728	....	....							
	Total daily (me)	34,396	.11	....							
	Sunday Telegram (S)	22,487	.08	....							
FLUSHING 60,000	Journal (e)	10,093	.05	.045	(I) (INS) (44)	William H. Johnson	St. John McClean W. H. Johnson	Jos. Rooney John Brennan (sp)	Joseph R. Hemler Jos. Doyle (cm)	F. M. Luther J. R. Hemler (n)	Jack Schlagel
FREEPORT 50,208	Nassau Review (e)	13,917	.06	.05	(R) (AP,INS) (†) (J) (E) (131)	James E. Stiles	James E. Stiles	John M. Greene Chick Denham (sp)	James E. Stiles Theodore Edson (bm)	Oscar C. Roy A. G. Worthington (cl)	R. C. Hallock W. Raynor (j)
GENEVA 16,250	Times (e)	5,972	.04	.029	(I-R) (AP) (116-84)	Geneva Ptg. Co.	W. A. Gracey	E. T. Emmons L. English (sp)	G. R. Williams	N. R. Bowers G. R. Williams (n)	
GLENS FALLS 20,370	Post-Star (m)	9,373	....	....	(I-D) (AP) (J) (85)	Glens Falls Post Co.	Paul E. Smith (m) Claude Fox (e)	Edw. J. Sherman (m) Ralph Knight (sp-m) Harry Wallace (sp-e)	A. P. Irving (bm) H. H. Strong (cm)	Harris Lindsey Arthur P. Irving (n) Roland Newton (cl)	A. Hamel Frank E. Harth (j)
	Times (e)	6,736	....	....	(I-R) (AP) (J) (85)						
	Total daily (me)	16,109	.07	....							
GLOVERSVILLE & JOHNSTOWN 36,000	Herald (m)	5,509	.035	.029	(I-R) (AP) (†) (J) (105)	E. H. Cullings	Eram B. Cullings (me)	Henry Snyder	Emmett H. Cullings R. B. Waters (bm) Roy Church (cm)	Leonard Hannig R. B. Waters (n) Leonard Edick (cl)	Clarence Wilmot Edw. Bovee (j)
	Leader-Republican (e)	7,678	.04	.03	(R) (AP) (†) (J) (110-149)	Wm. B. Collins Co.	F. L. Rogers (me)	W. F. Hine	E. H. Mills (bm) F. A. Arn (cm)	J. R. Paul	C. J. Wilmot
HERKIMER 12,570	Telegram (e)	3,305	.025	....	(I) (UP) (J) (68)	Telegram Pub. Co.	W. P. Small (me)		W. P. Small (bm)	J. L. Oliver	J. L. Oliver
HORNELL 17,000	Tribune-Times (e)	8,012	.04	.032	(I) (AP) (J) (81)	W. H. Greenhow Co.	S. Mabel Wombough	L. J. Raisor W. H. Fleming (sp)	Olive G. Buisch Lewis Boller (cm)	M. M. Emo	A. H. Howard W. E. Wilson (j)
HUDSON 15,000	Register (e)	3,396x	.03	.025	(D) (AP) (†) (J) (131)	Record P. & P. Co.	Fred J. Cook Raymond D. Kennedy	Fred J. Cook Pierre Dolan (sp)	W. S. Decker J. M. Ellsworth (cm)	C. Ness W. S. Decker (n)	A. Davis M. Davis (j)
	Star (m)	3,466x	.03	.025	(R) (UP) (J) (105)	Emory C. Van Loan	Henry M. James Frank L. Kent	Roland E. Miller (sp)	Emory C. Van Loan	Geo. C. Marcley	O. H. Olsen
ITHACA 18,948	Journal-News (e)	7,727	.05	....	(I) (AP) (105)	Journal-News, Inc.	H. G. Stutz	L. E. Mintz W. F. Fahey (sp)	H. G. Stutz L. V. Lewis (cm)	Lou Pickering E. M. Mitchell (cl)	M. J. Watkins
JAMAICA 250,000	Press (e)	22,592	.12	.08	(I) (UP,INS) (J) (44)	William F. Hofmann	William F. Hofmann Diarmuid E. Dixon	Frank Baurch Thomas J. Murphy (sp)	Wm. F. Hofmann Frank Mangan, (bm) A. A. Brandon (cm)	Frank Mangan H. Van Tronk (cl)	Thomas Gallagher
	Queens County News (e)	9,270	.06	....	(I-R) (UP) (J) (131)	Eugene E. Early	Edwin C. Ranck Richard C. Bolton	John E. Sutphin William Hooper (sp)	Eugene E. Early Ed. J. Morse (cm)	William T. Tooker John Crilly (cl)	Walter T. Millhagen Henry Le Tohle (j)

(*Continued on page 74*)

18th to 3rd

in National Advertising Among All American Newspapers

18th in 1924

	Lines
New York Times	5,619,818
Chicago Tribune	5,081,328
Cleveland Plain Dealer	4,297,004
Boston Herald	4,255,117
Detroit News	3,977,336
New York American	3,946,454
Philadelphia Bulletin	3,929,377
St. Louis Post Dispatch	3,749,200
Newark News	3,743,120
St. Louis Globe-Democrat	3,574,689
Los Angeles Times	3,450,454
Des Moines Register	3,427,886
Detroit Free Press	3,309,796
San Francisco Examiner	3,282,352
Boston Traveler	3,129,650
Brooklyn Eagle	3,103,600
Philadelphia Public Ledger	3,071,206
N. Y. Herald Tribune	**3,019,076**

7th in 1925

New York Times	6,452,004
Chicago Tribune	5,861,877
Jacksonville Times Union	5,626,712
Boston Herald	4,972,242
Cleveland Plain Dealer	4,821,927
Detroit News	4,654,846
N. Y. Herald Tribune	**4,389,692**

3rd in 1926

Chicago Tribune	8,077,725
New York Times	6,953,367
N. Y. Herald Tribune	**5,652,444**

3rd again in 1927

And for the first 6 months of 1928

NATIONAL advertisers have been quick to appreciate what a power in New York the Herald Tribune has become. They recognize that the audience it reaches is particularly valuable to an advertiser.

That audience now comprises more than 300,000 families weekdays and over 400,000 Sundays. It is constantly increasing. It contains an uncommonly high proportion of better-than-average homes. People who *can* buy, who are markedly responsive to advertising that merits their confidence.

Ask the Fifth Avenue merchants. The Department Stores. It should be noted that since 1924 the Herald Tribune has risen also from 18th to 3rd place in Local advertising among all morning and Sunday newspapers. Thus both classes of advertisers agree on the uncommon effectiveness of this newspaper.

There is but one explanation of this notable success. The Herald Tribune brings tremendous returns. For instance:

A page advertisement in the Herald Tribune featuring a popular make of oil burner brought 2100 inquiries of high quality.

A special week's campaign by an automobile manufacturer, the major part of which was placed in the Herald Tribune, resulted in sales of 258 cars—three times the quota set.

A page advertisement in the Herald Tribune by an insurance company brought the greatest number of replies, of any page, this company ever ran in any newspaper.

A washing machine manufacturer thought he'd use the Herald Tribune inasmuch as he had heard of its strong interest to women. He received from 6 to 10 times as many inquiries from the Herald Tribune as the three other newspapers had brought him. And the cost was less than one-tenth as much per inquiry.

Such examples of advertising productiveness are due in part to this newspaper's rigid censorship of advertising copy, a policy in which it has long pioneered.

The Herald Tribune should head your New York list.

NEW YORK
Herald Tribune

SAN FRANCISCO	BOSTON	DETROIT	CHICAGO	PHILADELPHIA
VERREE & CONKLIN	CARROLL J. SWAN	WOODWARD & KELLY	WOODWARD & KELLY	KELLY-SMITH CO.
681 Market Street	931 Park Square Bldg.	Fine Arts Building	360 North Michigan Ave.	Atlantic Building

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
JAMESTOWN 46,000	Journal (e) 10,184	.035	....	(R) (AP) (107)	Frederick P. Hall	Frederick P. Hall	E. B. Briggs George Dodds (sp)	Fred. P. Hall Henri M. Hall (bm) J. M. Armstrong (cm)	Levant M. Hall Henri M. Hall (n) Joseph S. Metcalf (cl)	
	Post (m) 12,051	.035	.025	(R) (AP) (mer) (14)	Post Pub. Co., Inc.	Edward L. Allen	J. Harold Swanson Waite Forsyth (sp)	Robert K. Beach Scott K. Rowley (cm)	O. W. Bunting J. R. Nelson (n) H. Brown (cl)	C. G. Palmer
KINGSTON 30,100	Freeman (e) 8,274	.04	.022	(R) (AP) (†) (J) (81)	Freeman Pub. Co.	Jay E. Klock A. W. Hoffman	Edward L. Merritt Louis Netter (sp)	H. du Bois Frey (bm) Eugene Cornwell (cm)	Mae Brodhead H. du Bois Frey (n) Gertrude Smith (cl)	James E. Low Peter J. Spotz (j)
	Leader (m) 3,760	.025	.025	(D) (UP) (J (none)	Leader Co.	T. J. Comerford (me)	Floyd Edinger Nathan Markson (sp)	Ira V. D. Warren G. Bruck (cm)	Charles Lamphere I. V. D. Warren (n) John Shelly (cl)	George Zelie Kenneth Hyatt (j)
LITTLE FALLS 13,100	Times (e) 4,709	.03	.025	(I) (AP) (J) (131)	Crowley Co.	John Crowley (me)	John Crowley J. B. McGuire, Jr. (sp)	John Crowley K. F. Crowley (bm)	J. S. Hughes	C. D. Crowley
LOCKPORT 25,000	Union-Sun & Journal (e) 8,451	.05	....	(I) (AP) (79)	Union-Sun & Journal, Inc.	T. E. Brundage (me)		E. D. Corson (bm)	R. J. Sharkey S. E. Wendel (n)	
LONG ISL'D CITY 163,000	Star (e) 26,376	.09	....	(I-D) (UP) (68)	Leroy L. Smith	Leroy L. Smith David A. Butler	Frank Ferguson (sp)	F. J. Kappler (bm) Fay Wright (cm)	Peter J. Sullivan Felix S. Towle (cl)	
LYNBROOK 10,500	Nassau Star (e) 5,632	.04	....	(R) (UP) (†) (J) (44)	Lloyd C. Griscom	Edwin J. Smith	William Thompson John J. Kelly (sp)	Oscar H. Julius Edward Donlan (cm)	William K. Dorman Harold Lockwood (cl)	
MALONE 9,330	Telegram (e) 4,662	.035	.025	(R) (AP) (d) (132)	Telegram Co.	Charles M. Redfield Leon L. Turner Douglas N. Callander				
MAMARONECK 13,140	Times (e) 3,362	.03	....	(I) (INS) (81)	George P. Forbes	William T. Miley				
MEDINA 6,192	Journal (e) 2,006	.03	....	(R) (J) (d) (30)	Journal Pub. Co.	Alonzo L. Waters				
MIDDLETOWN 22,500	Times-Herald (e) 10,041	.05	.04	(I) (UP) (†) (J) (E) (131)	Charles E. Koons	George L. Beese		Ch. E. Koons John J. Decent (bm) Moe Sussman (cm)	John J. Decent	A. G. Kistler C. B. Seagears (j)
MT. VERNON 54,700	Argus (e) 9,971	.05	....	(I) (UP) (81)	Franklin A. Merriam	Maurice S. Porter	Frank E. Kenny		Louis G. Speidell	
NEWBURGH-BEACON 30,400	News (e) 15,644	.09	....	(I) (UP) (†) (J) (105)	Frederick H. Keefe	Frank E. Gannett R. C. Gilland (me) C. D. Myers (me)	Edward P. Dunphy Samuel Reeback (sp)	Frederick H. Keefe Harry Cohen (bm) P. S. MacLaughlin (cm)	Harry Cohen Irving S. Knox (cl)	Robinson Bentley
NEW ROCHELLE 48,800	Standard-Star (e) 7,964	.05	.053	(I) (UP) (81)	T. Harold Forbes	T. Harold Forbes	Elmer Miller M. Partridge (sp)		Charles H. Griffen	
NEW YORK CITY 6,917,500	American (m) 210,020	.50	....	(I) (AP,INS) (mer) (†) (E) (71-7-165-140-75)	Clarence R. Lindner	Edmond D. Coblentz	Martin Dunn Howard E. Morton (se)	M. M. Lord (bm) Benj. Bloom (cm)	Chas. F. McCahill	
	Sunday edition (S) 1,102,230	1.50	....							
	Amerikai Magyar Nepszava (Hungarian) (m) 30,000	.14	....	(I) (UP) (†) (J) (none)	M. F. Wergzynek	Dr. Andor Kun	Dr. Odon Szirmay	I. Szekely C. Victor (cm)	M. Kaufman	E. W. Farkas
	Sunday edition (S) 30,000	.14	....							
	Bond Buyer (m)	.09	....	(J) (none)		Sanders Shanks, Jr.			Upton E. Liptrott	George J. Lee (j)
	Day (Jewish) (e) 80,148	.24	.18	(I) (INS) (†) (107a-159)	David Shapiro	Dr. S. Margoshes S. Dingol & B. Z. Goldberg (Asso. eds.)	Z. H. Rubinstein David Bauman (sp)	Irving Altman M. Shelupsky (cm)	Joseph Jacobs R. Leritz (cl)	J. Fink
	Sunday edition (S) 86,262	.24	.18							
	Enquirer (S) 110,000	.25	.15	(I-D) (UP) (none)	William Griffin	William Griffin	H. Ryan Alex Sullivan (sp) Phil Garfinkle (Su)	Norbert Griffin Marcus Griffin (bm) M. Gallo (cm)	John Griffin Gerald Griffin (n) Geraldine Griffin (cl)	Joseph De Feo
	Forward (Jewish) (e) 139,638	.34	....	(S) (UP,INS) (*S) (†) (none)	Forward Assn.	Abraham Cahan H. Rogoff	L. Crystal D. Kaplan (Su)	B. C. Vladeck (bm) I. Natkins (cm)	Henry Greenfield E. Jeshurin (cl)	E. Frank
	Sunday edition (S) 154,166	.34	....							
	Graphic (e) 295,645	.50	....	(I) (UP) (*Sat) (63a)	Emile H. Gauvreau	Emile H. Gauvreau William E. Plummer	Howard A. Swain Edward Sullivan (sp)	M. H. Weyrauch (bm) C. C. Canavan (cm)	Wm. E. Robinson K. Harris, Jr. (n) William F. Metz (cl)	
	Herald Tribune (m) 309,959	.693	....	(I-R) (AP) (*S) (85-169-158)	N. Y. Tribune, Inc.	Ogden Reid A. R. Holcombe	Stanley Walker Harry Cross (sp) A. C. Clarke (Su)	Howard Davis (bm) Robert Cresswell (cm)	George J. Auer F. H. Meeker (n) Louis Heaton (cl)	A. H. Burns
	Sunday edition (S) 404,539	.7425	....							
	Home News (e) 92,311	.30	....	(I) (UP) (J) (E) (80)	Home News Pub. Co.	Harry Goodwin	Harry Parsons H. H. Singer (sp) William Germain (Su)	James O'Flaherty J. P. FitzMaurice (bm)	E. W. Porter J. H. Brickell (cl)	J. P. FitzMaurice Arthur Sullivan (j)
	Sunday edition (S) 97,320	.30	....							
	Jewish Morn. Journal (m) 94,408	.29	.24	(I-R) (US) (†) (82a-159)	Israel Friedkin	Peter Wiernick Jacob Fishman	Jacob Magidoff Joseph Bank (sp) Samuel Judson (Su)	A. L. Malkenson (bm) L. S. Bieley (cm)	P. Gallerstein Joseph Jacobs (n) Samuel Kasden (cl)	S. Vaisberg
	Sunday edition (S) 81,210	.29	.24							
	Journal (e) 635,401	1.25	....	(I) (AP,INS) (†) (E) (16-36)	Evening Journal, Inc.	Wm. A. Curley (me)	Amster Spiro W. S. Farnsworth (sp)	Arthur B. Chivers (bm) J. D. Bannon (cm)	Chester B. Fox (local)	
	Journal of Commerce (m) 25,600	.28	.20	(I) (none)	Alexander R. Sharton	H. Parker Willis F. W. Jones	I. H. Phillips	A. R. Sharton C. D. Whidden (cm)	Raymond H. Orr	M. E. Terrell
	La Prensa (Spanish) (m) 15,156	.077	.077	(I) (AP) (none)	Jose Camprubi Jose Ma. Torres-Perona (Asso. Pub.)	Jose M. Soler (me)	Venancio Perez Julio Garzon (sp)	E. Ruig (cm)	Delfin Gonzalez	G. Bernabeau
	Mirror (m) 401,656	.60	....	(I) (INS) (US) (E) (44)	A. J. Kobler	Herbert Kaufman				
	Morning Telegraph (m) 37,094	.30	....	(I) (UP) (E) (44-74a)	Joseph A. Moore	Gene Fowler	Edgar Sullivan J. R. Harrison (sp) Fleet Phelps (Su)	Joseph A. Moore O.O. Scattergood (cm)		Charles Smith
	News (m) 1,224,243	1.50	.70	(I) (AP,UP,CT) (*S) (†) (E) (113)	News Syndicate Co., Inc.	J. M. Patterson Frank Hause	Harvey Deuell Paul Gallico (sp) Robert G. Shand (Su)	Roy C. Holliss J. W. Barnhart (bm) J. S. Sullivan (cm)	Ray T. Wilken H. B. Sherwood (n)	John Gow
	Sunday edition (S) 1,463,062	1.65	.70							
	North Side News (e)	.105	....	(I) (*S) (J) (none)	George W. Markey	George W. Markey Edward J. Markey	P. Foldes C. McCullough (sp) Peggy Foldes (Su)	Edward J. Markey John K. Markey (bm) D. G. Dumaresq (cm)	D. G. Dumaresq M. Wolk (cl)	Edward J. Markey
	Sunday edition (S)	.105	....							
	Nowy Swiat (Polish) (m) 15,850	.10	....	(I) (UP,PAT) (†) (none)	M. F. Wegrzynek	Bojan B. Blazewicz Peter P. Yollos	Richard T. Zubr Lucian Frenkiel (sp)	M. F. Wegrzynek J. Gedlewska (cm)	Olive J. Rasche M. Kaufman (n) Z. Dudnic (cl)	A. Gruszczak
	Sunday edition (S) 14,772	.10	....							
	Post (e) 89,265	.45	....	(I-R) (AP) (*Sat) (124)	Cyrus H. K. Curtis	Julian S. Mason Vincent G. Byers	Rowland Wood T. M. Byrne (sp)	John C. Martin Ch. C. Lane (bm) Abram Newman (cm)	Harry Brown	William Kistler
	Progresso Italo-Americano (m) 83,737	.25	....							
	Sunday edition (S) 102,314	.25	....							
	Sun (e) 283,435	.56	.29	(I-R) (AP,UP,CP) (E) (92)	William T. Dewart	Frank M. O'Brien Keats Speed	Edmund Bartnett Jos Vila (sp)	Ed. S. Friendly (bm) J. E. Hasenack (cm)	H. B. Fairchild E. A. Sutphin (n) H. L. Goldman (cl)	John E. Martin
	Telegram (e) 235,578	.45	.36	(I) (UP) (143)	Roy W. Howard	Ted O. Thackrey (Asso. Ed.)	Walter Lister Joe Williams (sp)	Stuart S. Schuyler (bm) T. J. Dowling (cm)	Hal J. Fletcher H. MacDonald (cl)	
	Times (m) 418,687	.748	....	(I-D) (AP,NYT,LT) (*S) (E) (124-13)	Adolph S. Ochs	Rollo Ogden F. T. Birchall (art. me)	David H. Joseph R. Thompson (sp) Lester Markel (Su)	Louis Wiley (bm) Hugh A. O'Donnell (Asst. bm) C. A. Flanagan (cm)	B. T. Butterworth Jos. W. Gannon (n) J. A. Finneran (cl)	Charles F. Hart
	Sunday edition (S) 697,337	1.012	....							

(Continued on page 76)

First Newspaper in First Market of the World

THE FIVE BOROUGHS of metropolitan New York and the outlying suburban communities of New Jersey, Long Island, Westchester and Connecticut, constitute the richest and most responsive buying area in the world. Approximately 9% of the population, 16% of the total income and 11% of the total wealth of the nation, is concentrated in this district.

In the New York market The New York Times has its greatest concentration leading all other New York newspapers in volume of high quality circulation.

In 1928 the average net paid sale of The New York Times weekday edition was in excess of 420,000 copies, 30,000 more than in 1927. Of this gain 79% was in the metropolitan and suburban districts of New York. The Sunday sale averaged 710,000 copies, a gain of 45,000 of which 64% was in New York City and suburbs.

Year after year The New York Times maintains its leadership in volume, character and variety of advertising. The Times led all newspapers of the world in volume of advertising in 1928 with a record figure of 30,736,530 agate lines, 11,000,449 agate lines more than any other New York morning newspaper and an excess of 1,105,068 lines over The Times own record of 1927.

National and local advertisers put The New York Times first in 1928. The Times published 17,728,924 agate lines of local advertising, an excess of 5,525,234 lines over that published by any other New York newspaper. In national advertising the volume of 7,146,306 agate lines exceeded that of any other New York newspaper by 1,173,601 lines.

The New York Times takes greater pride in the character of this advertising than in its largest-in-the-world volume. Its censorship excluding all false, fraudulent or misleading announcements has created a confidence in The Times advertising columns never equalled by any other newspaper in the world.

The New York Times

Send for chartered data showing the supremacy of The New York Times in the Purple and Gold Districts of Greater New York

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
New York (Cont'd)	City Wall Street Journal (me) 39,381	.45	.30	(I) (UP) (none)	Dow Jones & Co.	W. P. Hamilton K. C. Hogate	C. E. Kissane J. C. Newcomb (sp)	K. C. Hogate W. J. Carter (cm)	E. B. Ross P. B. Howard (adv.dir.)	D. J. O'Connell
	World (m) 336,869	.59	....	(I-D) (AP,NYW) (*S) (†) (J) (E) (13a-43)	Press Pub. Co.	Ralph Pulitzer Ralph E. Renaud	James W. Barrett James Robbins (sp) Paul Palmer L. Weitzenkorn (Su)	F. D. White J. F. Bresnahan (bm) N. R. Hoover (cm)	W. J. Merrill J. D. Brewer (n) J. P. Crynes (el)	G. S. Williamson A. V. Doremus (j)
	Sunday edition (S) 542,655	.70	....							
	Evening World (e) 291,792	.59	....	(I-D) (AP,UP,CP,NYW) (†) (J) (E) (13a-43)	Press Pub. Co.	H. S. Pollard J. H. Tennant	J. M. Rainey R. Freyer (sp)	F. D. White J. F. Bresnahan (bm) N. R. Hoover (cm)	W. J. Merrill J. D. Brewer (n) J. P. Crynes (el)	G. S. Williamson A. V. Doremus (j)
NIAGARA FALLS 68,300	Gazette (e) 23,124	.07	....	(I-R) (AP) (mer) (†) (J) (85)	Gazette Pub. Co.	N. F. Maddever	Lee Gooding Michael Quinlan (sp)	A. C. Deuel F. S. Ohrt (cm)	C. M. Snyder Allen Stambusky (el)	W. H. Kester L. C. Chandler (j)
NO. TONAWANDA (including Tonawanda pop.) 32,000	News (e) 5,129	.03	.029	(I-R) (UP) (161)	C. E. Hewitt	C. E. Hewitt	E. T. Hitchcock E. H. Hewitt, Jr. (sp)	C. E. Hewitt S. Olsowka (cm)	Robert Luce Edward Pohl (el)	C. A. Martin
NORWICH 9,100	Sun (e) 2,970	.03	.021	(R) (AP) (J) (19)	Norwich Pub. Co., Inc.	F. L. Clark E. H. Clark	W. E. Bellinger T. P. Browne (sp)	E. H. Clark John Curley (cm)	Claude E. Page L. Montgomery (n)	J. A. Haynes
NYACK 6,106	Journal (e) 2,505	.03	.03	(I) (UP) (44)	Journal Pub. Co.	R. J. Setchanove		R. J. Setchanove		
	News (e) 1,740	.025	....	(D) (J) (30)	Rockland Ptg. Co., Inc.	W. E. Williams				
OGDENSBURG 18,000	Republican-Journal (m) 6,099	.05	....	(I) (AP) (J) (105)	Franklin R. Little	Frank E. Gannett Charles S. Cantwell	R. S. Chambers, Jr. William Kelly (sp)	Franklin R. Little W. W. Horton (bm) C. H. Eichele (cm)	L. N. Bitner F. R. Little Marion Mullen (el)	W. F. Gallagher E. G. Brown (j)
OLEAN 25,500	Herald (e) 5,230	.04	.025	(I) (AP) (J) (105)	John W. Baker	John W. Baker C. A. S. Freeman	Cassar Adams Ott Scheiterle (sp)	John W. Baker John Griffin (cm)	Wester W. Baker E. M. Jacobs (el)	A. C. Trumble F. A. Gregory (j)
	Times (e) 8,833	.05	.025	(I) (INS) (J) (44)	M. G. Fitzpatrick	H. R. Helsby	John J. Morton Genneth McKean (sp)	W. S. Dodson (bm) George L. Hill (cm)	Otto Herold John Galligan (cm)	Lee Johnson Arthur Bafferty (j)
ONEIDA 13,144	Dispatch (e) 1,621	.03	....	(I) (UP) (J) (30)	Winthrop S. Tuttle	Winthrop S. Tuttle Gerrit S. Hyde		Winthrop S. Tuttle Robert Bristor (cm)	Ralph Durfee	Harry L. Thurlow
ONEONTA 12,900	Star (m) 8,238	.045	.03	(I) (AP) (J) (68)	Otsego Pub. Co.	Harry W. Lee	Francis A. Lee Clarence I. Slade (sp)	Harry W. Lee F. M. H. Jackson (bm) F. M. Shippey (cm)	F. M. Hill	J. L. Leal
OSSINING 15,125	Citizen-Sentinel (e) 2,270	.03	.014	(R) (INS) (J) (81)	J. Noel Macy	Stuart Little (me)	Charles W. Jennings (sp)	Ed. Hallgring (bm) R. Hoffman (cm)	Sidney Lerman Anthony Francis (n) John Calkin (el)	Edward Hallgring
OSWEGO 21,000	Palladium-Times (e) 10,638	.05	....	(I) (AP) (†) (J) (81)	Palladium-Times, Inc.	Clark Morrison, Sr. C. T. Leighton John M. Gill (me)	Clark Morrison, Jr. Russell Gill (sp)	E. M. Waterbury J. E. Steinburg (cm)	R. E. Glynn E. M. Waterbury (n) F. M. Mack (el)	William Lynch George G. Miller (j)
PEEKSKILL 19,100	Star (e) 3,460	.025	.02	(I) (INS) (44)	Star Corp.	E. Joe Albertson Donald F. Ikeler	Michael Fenaughty	Donald F. Ikeler (bm)	George Levinton	Ray Ogden
	Union (e) 3,500	.03	.025	(R) (J) (87)	Cassius M. Gardner, Sr.	C. M. Gardner, Jr. (me)	C. L. Whitney E. P. Barthelmes (sp)		H. B. Foshay C. L. Whitney	Charles Francis C. M. Gardner, Jr. (j)
PLATTSBURG 14,000	News (m)	.04	....	(none)						
	Press (m) 4,427	.04	.025	(R) (AP) (J) (none)	Sentinel Pub. Co.	Thos. H. Weldon	Geo. Caffrey T. H. Weldon (sp)	Wm. M. Lynch (bm)	L. H. Coulbron W. M. Lynch (n)	Philip McLeod Ralph Geddes (j)
	Republican (m) 6,098	.04	....	(D) (30)	Republican Ptg. Co.	C. K. Franklin				
PORT CHESTER 25,500	Item (e) 5,907	.04	....	(I-R) (INS) (†) (131)	Daily Item, Inc.	Edw. J. Hughes Thomas J. Blain	Otto G. Freuh Arthur Jordan (sp)	Arthur C. Saunders Victor Tede (cm)	Arthur C. Saunders Marion Rube (el)	David McCracken
PORT JERVIS 11,800	Union-Gazette (e) 3,093	.03	.02	(I) (AP) (J) (81)	Fred D. Salmon	Fred D. Salmon D. N. Raynor	Albert Stage John Schoonmaker (sp)	Fred D. Salmon Wilbur Happ (cm)	Wm. O. Cooley	Fred W. Schlund Joseph Bross (j)
POUGHKEEPSIE 29,100	Eagle-News (m) 6,871	.04	.025	(R) (AP) (130)	Platt & Platt, Inc.	Francis W. Platt Wm. E. Seeley (me)	Clifford J. Nuhn Chas. T. Hogan (sp)	Francis W. Platt (bm) Wm. Wetzel (cm)	John Herbster J. C. Hotell (el)	Sherman Brown
	Star & Enterprise (e) 13,784	.06	....	(I) (AP) (81)	Poughkeepsie Pub. Co.	Richard E. Coon (me)	Ray Walter C. Royar (sp)	E. L. Owen Richard Brown (bm)	R. Brown (n) J. uinn (el)	
	Sunday Courier (S) 13,563	.06	.032	(I) (INS) (68)	Est. of A. G. Tobey	Walter S. Leach	Emmet G. Lavary Perry Walsh (sp)	C. G. Young (cm) Earl D. Tobey	John R. Sullivan	Joseph Merte
ROCHESTER 328,200	Democrat & Chronicle (m) 83,182	.22	.105	(R) (AP) (*S) (†) (J) (105)	Frank E. Gannett	Allan C. Ross Harold W. Sanford	Richard P. Curtiss Joseph T. Adams (sp) Ch. S. Edwards (Su)	R. W. Disque F. A. Glover (bm) F. W. Weston (cm)	F. E. Hussey E. P. Gosling (n) F. E. Hussey (el)	Joseph Boland (j)
	Sunday edition (S) 91,781	.28	.125							
	Journal-American (e) 51,335	.16	.07	(I) (AP,INS,US) (mer) (†) (J) (21-36)	Frank L. McShane	Charles E. Davis	W. G. Broadbrooks Cray Remington (sp) Harry V. Ross (Su)	Lewis B. Rock (bm) F. A. Reinhart (cm)	E. J. Huber (adv. dir) J. A. Burke (j) F. J. Christol (n) K. O. Tinkham (el)	
	Sunday edition (S) 65,475	.20	.08							
	Times-Union (e) 78,238	.20	.105	(I) (UP,AP,CP) (†) (E) (105)	Frank E. Gannett	Frank E. Gannett M. V. Atwood	J. Roy Elliott John E. Burgess (sp)	Roy C. Kates Fred A. Glover (bm) F. A. Roberts (cm)	E. P. Gosling Harry P. Liddle (el)	
ROME 34,700	Sentinel (e) 8,332	.05	.037	(I-D) (AP) (J) (131)	A. R. Kessinger	A. R. Kessinger F. E. Kessinger	W. O. Jenks M. R. Marriott (sp)	A. R. Kessinger J. W. Higham (cm)	W. P. Doyle	A. O. Small C. A. Bennett (j)
SALAMANCA 10,119	Republican-Press (e) 2,550	.025	.025	(I-R) (AP) (J) (87)	B. B. & Matthew Weber	Matthew Weber	John L. F. King Lea Smith (sp)	Matthew Weber	B. B. Weber	A. F. Baldwin
SARANAC LAKE 10,000	Adirondack Enterprise (e) 2,352	.025	.025	(I-R) (AP) (†) (132)	John S. Ridenour	E. A. Robbins (me)	A. I. Evans E. A. Robbins (sp)	John S. Ridenour (bm) Albert Dreyfus (cm)	E. R. Whitney (n) John K. Sheehe (el)	Cecil Proctor
SARATOGA SP'G'S. 15,000	Saratogian (e) 9,897	.05	....	(I) (AP) (J) (79)	John K. Walbridge	W. Howard Moody	W. S. Hill George Ritchie (sp)	John K. Walbridge T. J. Quilty (cm)	W. G. Kern	
SAUGERTIES 5,000	Post (e) 825	.018	....	(3)	Telegram Pub. Co.	Jos. W. Frankel				
SCHENECTADY 93,300	Gazette (m) 23,154	.07	.05	(I-D) (AP) (†) (J) (133)	Gazette Pub. Co.	Dudley T. Hill	Morgan Strong Louis H. Stolz (sp)	Austin N. Liecty J. S. Brennan (cm)	Ramon L. Hall Andrew Unsoeld (el)	William Delaney (j)
	Union-Star (e) 17,757	.06	.045	(R) (UP,AP) (†) (J) (51)	F. R. Champion	John S. Allen (me)	Daniel J. Duval (sp)	John T. Henley (cm)	E. R. Cullings M. X. Garinger (el)	G. A. Maynard Leon M. Burt (j)
STATEN ISLAND 150,000	Advance (e) 19,646x	.07	....	(I) (INS) (†) (none)	S. I. Newhouse	Guy Norton	P. Hockstein Hal Squiers (sp)	S. I. Newhouse Timothy Desmond (cm)	G. H. Pearsall H. L. Shaver (n) Theo. Newhouse (el)	Ben Lyons
SYRACUSE 199,300	Herald (e) 51,422	.18	.09	(I) (AP,UP,CP) (*S) (†) (123)	Herald Co.	E. H. O'Hara George W. O'Hara	Robert W. Chryst L. J. Skiddy (sp) Chester B. Bahn (Su)	E. A. O'Hara C. R. Adams (bm) B. Knight (cm)	J. C. Blackmore Wm. T. Fleming (el)	E. F. Sniffen
	Sunday edition (S) 78,496	.20	.10							
	Journal (e) 67,151	.20	....	(I) (INS,US) (mer) (†) (21-36)	Harvey D. Burrill	F. H. Hosmer (me)	J. H. Slater R. G. Kenefick (sp) E. R. Vadeboncoeur (Su)	L. D. Burrill (bm) Louis Trupin (cm)	J. W. Fleck F. D. Johnner (n) O. H. Tarleton (el)	L. D. Burrill
	Sunday edition (S) 96,508	.20	....							
	Post-Standard (m) 60,833	.18	.10	(R) (AP,CT) (*S) (mer) (†) (14)	Jerome D. Barnum	William P. Baker Horace P. Bull	A. V. Brewster Richard Larnard (sp) Wm. H. Tuckley (Su)	Jerome D. Barnum Grant W. Ernst (bm) C. W. Hixson (cm)	Roy W. Andrews Norton Cole (el)	
	Sunday edition (S) 66,787	.18	.10							

(*Continued on page 78*)

A MESSAGE TO ADVERTISERS

Four things an advertiser usually wants to find out about a newspaper:

1. *What kind of people read it?*
2. *How many people read it?*
3. *What kind of concerns advertise in it?*
4. *How much advertising does it publish?*

The answers to these questions are simple and easy to get in the case of The Sun. Look through The Sun today—tomorrow—next week—any time. Go over its editorial contents—its news columns—its feature articles. Ask yourself the question:

"What kind of people would this kind of a newspaper attract?"

And after you make your answer consider the fact that there are more than 280,000 people of this kind who read The Sun every day.

Then turn the pages of The Sun again—today, tomorrow, next week—any time and look at the advertisements. Are they from concerns you know? Are they from reputable concerns? Are they from well-known concerns? Are they clean looking advertisements? Make your own answer—and bear in mind that The Sun publishes more advertising month in and month out—year in and year out—than any other New York evening newspaper. There you have the four answers to your four questions.

There you have four good reasons why you ought to advertise in The Sun.

The Sun has published more advertising than any other New York evening newspaper every year for the last three and a half years—and its margin of leadership was greater in 1928 than it ever has been

The Sun

NEW YORK

The Newspaper of Distinction in Its Readers, Its News and Its Advertising

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK (Cont'd)

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
TARRYTOWN 13,500	News (e)	2,739	.03	....	(R) (INS) (†) (J) (E) (81)	J. Noel Macy	Wallace Odell (me)	Samuel Leach		Wm. J. Cannon A. H. Francis (n)	Allan Pepper
TROY 72,300	Record (m)	5,847	....	....	(I-R) (AP) (†) (51)	Record Co.	Dwight Marvin	F. L. Donovan (m) C. A. McGrath (e) J. J. McGrath (sp)	D. B. Plum F. L. York (bm) E. G. Buck (cm)	J. A. Viger	Granville Hutchinson
	Record (e)	17,515	....	....							
	Total daily (me)	23,362	.07	.07							
	Observer-Budget (S)	16,670	.05	.05	(D) (INS) (J) (30)	Estate of M. F. Collins	F. M. Collins (me)	A. A. McNaughton (sp)	F. M. Collins E. R. Collins (bm) J. D. Collins (cm)	J. E. Collins F. M. Collins (n)	W. J. Tyner (j)
	Times (e)	18,043	.05	....	(R) (AP) (†) (J) (166)	W. H. Anderson	Rutherford Hayner				
UTICA 104,300	Observer-Dispatch (e)	34,517x	.09	.061	(I) (AP,UP,CP) (†) (105)	Prentiss Bailey	W. W. Canfield G. A. Bradley	William Woods (news) Stanley Clark (sp)	Prentiss Bailey S. F. Jacobs (office) J. A. Abey (cm)	Harry J. Benner A. F. Keilbach (n) William Baaske (cl)	
	Sunday edition (S)	22,956x	.065	.053							
	Press (m)	26,143x	.07	....	(I) (AP) (†) (158)	Daily Press Co.	Paul B. Williams Harry A. Fox	Emlyn Evans Francis E. Carney (sp)	William V. Jones (bm) A. W. Cockerill (cm)	E. W. Whynall Wm. V. Jones (n)	
WATERTOWN 33,700	Standard (e)	17,192	.07	.06	(I-R) (AP) (85)	A. B. Parker	F. W. Spaulding P. H. Wertz	Irving Parmeter C. W. Gravelle (sp)	A. B. Parker W. H. Shelton (cm)	C. M. Dailey	R. A. Anderson
	Times (e)	18,326	.08	.06	(R) (AP,UP) (†) (158)	Charles H. Congdon	Harold B. Johnson	Harry F. Landon John G. Case (sp)	Chas. H. Congdon Alton H. Adams (cm)	Clarence M. Kendall	
WELLSVILLE 5,900	Reporter (e)	....	.018	....	(I) (none)	Reporter Co.	E. W. & C. M. Barnes				
WHITEHALL 5,662	Times (e)	....	.03	....							
WHITE PLAINS 29,443	Press (m)	....	....	....							
	Reporter (e)	8,726	.05	.05	(R) (44)	W. Lee Tuller	Walter V. Hogan	Milton Harker C. B. Mabee (sp)	W. Lee Tuller Ed. A. Keefe (bm) Joseph Hogan (cm)	W. Lee Tuller John W. Lynch (n) Louis Bixby (cl)	Harry Evans
YONKERS 121,300	Herald (e)	14,453	.06	.054	(I-D) (AP,INS,UP) (44)	Frank E. Xavier	Frank E. Xavier	Paul Palmer Gus T. Stahl (sp)	Justin X. McCarthy James O'Connell (cm)	Justin X. McCarthy Ch. F. Demarest (cl)	Joseph Crowley
	Statesman (e)	8,860	.04	....	(I-R) (INS) (E) (131)	Statesman Corp. J. Noel Macy	Lewis S. Dayton	T. Edward Trinnard Wm. Spring (sp)	L. S. Dayton W. L. Fanning (bm) C. G. Winger (cm)	Frank Simonson A. H. Francis (n) Raymond Simmons (cl)	Wm. Bennett

NORTH CAROLINA

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ASHEVILLE 47,500	Citizen (m)	20,129x	.075	.055	(I-D (AP) (†) (E) (83)	Citizen, Inc. Geo. Stephens, Pres. Chas. A. Webb, V.P.	Robert Lathan A. G. Keeney	C. R. Summer Dix Sarsfield (sp)	W. Randell Harris (bm) J. R. Marks (cm)	J. A. Dair Wm. M. Metten (n). John W. Crowell (cl)	
	Sunday edition (S)	20,671x	.075	....							
	Times (e)	17,335x	.07	.04	(I-D) (AP,UP,INS,CP) (†) (17)	D. S. Elias	C. K. Robinson Walter S. Adams	J. D. Secrest A. L. Banister (sp)	D. Hiden Ramsey R. B. Corn (cm)	R. E. Taylor H. M. Schachte (cl)	J. R. Hesse
	Sunday (S)	16,566x	.04	....							
BURLINGTON 6,800	Times (e)	.....	.025	....	(I) (INS) (59)	News Co.					
CHARLOTTE 82,100	News (e)	23,290	.07	.045	(D) (AP,CP,UP,INS) (†) (J) (19)	W. C. Dowd, Jr.	Julian S. Miller B. S. Griffith	John G. Dickson E. V. Mitchell (sp) B. S. Griffith (Su)	W. C. Dowd, Jr. J. C. McLean (cm)	W. M. Bell J. E. Dowd (n) C. Montgomery (cl)	W. E. Adams A. M. Gray (J)
	Sunday edition (S)	23,887	.07	....							
	Observer (m)	44,926	.14	....	(D) (AP,NYW) (†) (150)	Curtis B. Johnson	Wade H. Harris J. A. Parham	J. M. Roberts, Jr. Eddie Brietz (sp) J. P. Watkins (Su)	Curtis B. Johnson H. A. Allen (auditor) M. H. Brandon (cm)	Thos. J. Pierson W. L. East (n) H. C. Fallows (cl)	John P. White
	Sunday edition (S)	46,685	.15	....							
CONCORD 15,000	Tribune (e)	2,937	.025	.011	(D) (AP) (d) (59)	J. B. Sherrill	W. M. Sherrill J. B. Sherrill	W. M. Sherrill	J. B. Sherrill Zack L. Roberts (cm)	A. C. Cline Zack L. Roberts (cl).	Jesse McClellan
DURHAM 47,000	Sun (e)	7,123	.04	.021	(INS) (19)	W. J. McMurray	J. R. Barry H. H. Brett	S. P. Anderson J. H. Sikes (sp)	H. H. Brett W. C. Stewart (cm).	J. T. Newman, Jr. Mrs. D. Germino (n) Claude Hull (cl)	Dewey Breece
	Sunday edition (S)	7,123	.04	....							
	Herald (m)	13,836x	.07	....		E. T. Rollins			E. T. Rollins (bm). W. O. Carrington (cm)		
	Sunday edition (S)	13,968x	.07	....							
EDENTON 5,000	News (e)	2,228	.025	.015	(I) (AP) (J) (30)	Clark Kinnaird	Clark Kinnaird Carroll L. Wilson		Clark Kinnaird A. E. Shackell (bm) Carlton Mason (cm)	A. E. Shackell	J. E. Buffiap A. E. Shackell (j)
ELIZABETH CITY 12,000	Advance (e)	3,772	.03	....	(I-D) (AP) (J) (59)	Herbert Poole			Herbert Poole		A. R. Moore
FAYETTVILLE 15,000	Observer (e)	4,568	.04	....	(I) (AP) (19)	C. R. Wilson	G. G. Myrover T. Seawell	George Myrover, Jr.	C. R. Wilson Alex McGeachey (cm)	Van Humphrey	Carl Bland
GASTONIA 22,000	Gazette (e)	6,496	.035	.024	(I-D) (AP) (59)	Gazette Pub. Co.	Hugh A. Query Jas. W. Atkins	Ben E. Atkins	E. D. Atkins (bm). R. R. Stowe (cm)	Jas. W. Atkins E. D. Atkins (n)	O. O. Baber
GOLDSBORO 15,500	Argus (e)	2,600	.02	....	(D) (AP) (30)	Argus Pub. Co.	Joseph E. Robinson				
	News (m)	3,985	.03	.021	(D) (AP) (59)	John D. Langston	Henry Beck	Mrs. Henry Beck J. Langston, Jr. (sp)	W. H. Langston Harvey King (cm)	W. W. Minton Maurice Block (cl)	Earnert Pate
	Sunday edition (S)	3,985	.03	....							
GREENSBORO 51,900	News (m)	54,329	.10	....	(I) (AP) (†) (35)	E. B. Jeffress	Earle Godbey A. L. Stockton	E. B. Hunter George Netherwood (sp).	E. B. Jeffress Vance Jerome (bm). W. T. Corbin (cm).	W. S. Dickson P. T. Hines (n) C. J. Lambe (cl)	
	Sunday edition (S)	37,555	.10	....							
	Record (e)	11,614	.05	....	(I) (AP,INS) (mer) (†) (E) (96)	S. E. Thomason	Eric W. Rodgers Harold Essex	A. D. Jones Jake Wade (sp)	J. R. Brumby Herbert H. Johnson (cm)	R. L. Binder R. Dawson (n) R. E. Poplin (cl)	C. B. Saunders
HENDERSON 8,000	Dispatch (e)	2,286	.025	.0225	(D) (AP) (59)	Dispatch Co., Inc.	Henry A. Dennis		M. L. Finch (bm). S. A. Jones (cm)	M. L. Finch	S. A. Jones
HENDERSONVILLE 3,000	Times-News (e)	2,700	.04	....	(I-D) (UP) (59)	Times-News Co., Inc.	J. T. Fain C. M. Ogle	Henry Atkins J. T. Fain, Jr. (sp)	J. T. Fain T. L. O'Briant (cm)	C. M. Ogle J. T. Fain (n)	J. B. Creech
	Sunday edition (S)	2,700	.04	....							
HICKORY 15,000	Record (e)	3,351	.03	.025	(I) (AP) (J) (59)	J. C. Miller	Johnston Avery	Mabel Miller Chas. Pegram (sp)	J. C. Miller D. Abernethy (cm)	Jack Edwards Murl Richards (cl)	Glenn Barge
HIGH POINT 32,000	Enterprise (e)	7,181	.04	.025	(I) (AP) (59)	J. P. Rawley	C. M. Waynick (me).	W. P. Renfrow L. H. McPherson (sp)	J. P. Rawley H. A. Cecil (bm) R. T. Bryan (cm)	Geo. F. Edwards D. R. Schroder (n). C. E. Smith (cl)	C. O. Love
	Sunday edition (S)	7,181	....	....							

(Continued on page 80)

The Evening Graphic has the second largest evening circulation in New York. And—little more than four years old.

The present Graphic circulation represents the increase, in number and purchasing power, of the New York men and women who are the mainstay of volume business—the great working and spending middle class.

That Graphic circulation * accounts for more than the total increase in New York evening newspaper circulation in the last ten years.

Average daily circulation of all New York evening newspapers 1918, 1,667,192.

Average daily circulation of New York evening newspapers 1928, 1,833,745.

(From reports filed with the Government based on six months ending October 1, 1918, and same period in 1928.)

*** The average daily sales of the Graphic for December were 350,000.**

No other New York newspaper shows as high a percentage of advertising gain for the last quarter of 1928 as the New York Evening Graphic.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NORTH CAROLINA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
KINSTON 13,679	Free Press (e) 3,546 News-Leader (m) 2,433 Sunday edition (S) 2,433	.025 .025 .025	.025 .015	(I-D) (UP) (J) (116-5)	H. Galt Braxton C. F. Carroll D. L. Reynolds	H. Galt Braxton C. W. McDewett (me) D. L. Reynolds (me)	C. W. McDewett Jesse Hardy (sp)	H. Galt Braxton A. F. Carrere (cm) C. F. Carroll (bm)	C. F. Carroll Lee Reynolds (n)	J. P. Horton Jas. F. Utley
NEW BERN 13,820	New Bernian (m) 2,934 Sun-Journal (e) 2,867 Combined daily (me) 5,801 Sunday edition (S) 2,935	.... .05 .05	.... .05 .05	(D) (AP) (19)	J. B. Dawson	J. B. Dawson N. Goodwin (me-m) S. B. Bledsoe (me-e)	Gertrude Carraway	J. B. Dawson (Mrs.) J. B. Dawson (cm)	(Mrs.) J. B. Dawson	H. B. Jones
RALEIGH 39,000	News & Observer (m) 40,828 Sunday edition (S) 40,664 Times (e) 15,840	.09 .09 .06	.... .04	(D) (AP,UP) (17) (I) (AP,INS) (18)	News & Observer Pub. Co. John A. Park	Josephus Daniels Frank Smethurst Robert L. Gray Robert M. Duckett	R. E. Williams A. J. McKevlin (sp) F. Smethurst (Su) Robert L. Gray, Jr. Irving M. Cheek (sp)	J. Daniels, Jr. (bm) Will X. Coley (cm) John A. Park Chas. H. Herring (cm)	Josephus Daniels, Jr. A. D. Gregg (cl) L. M. Pollander J. L. Marcom (n) E. K. Whitman (el)	L. F. Alford P. D. McLean
ROCKY MOUNT 16,140	Telegram (e) 5,526	.035	.03	(I) (AP) (†) (J) (59)	J. L. Horne, Jr.	J. L. Horne, Jr. H. W. Kendall	T. E. Wagg T. L. Vernon (sp)	J. L. Horne, Jr. A. V. Sadler (cm)	A. L. Brandon C. V. Smith (n)	J. D. Hartness H. S. Brock
SALISBURY 25,000	Post (e) 8,645 Sunday edition (S) 8,231	.05 .05	.04	(I-D) (AP) (†) (19)	J. F. Hurley	J. F. Hurley C. F. Daniel	F. B. Irvin	J. F. Hurley, Jr. B. R. Martin (cm)	P. G. Laughridge M. B. Coleman (cl)	F. H. McRae
SCOTLAND NECK 2,310	Commonwealth (e) 1,100	.025	.025	(D) (J) (59)	Scotland Neck Pub. Co.	Norfleet S. Smith	Norfleet S. Smith		C. W. Roten	C. W. Roten (j)
STATESVILLE 10,290	Daily (e) 2,300	.018	....	(I-D) (AP) (none)	Peegram A. Bryant					
TARBORO 5,060	Southerner (e) 2,160	.02	.02	(D) (AP,INS) (59)	Bourne & Creech	Paul Jones V. H. Creech	Paul Jones	V. H. Creech R. D. Karn (cm)	V. H. Creech	
WASHINGTON 7,000	News (e) 2,450	.025	....	(I-D (AP) (J) (59)	Wm. D. W. Bishop					
WILMINGTON 39,100	News-Dispatch (e) 4,512 Sunday edition (S) 4,512 Star (m) 7,896 Sunday edition (S) 8,288	.035 .... .05 .05	.03 .... .05	(I-D) (AP,UP) (59) (D) (AP) (19)	News-Dispatch, Inc. R. W. Page Corp.	T. J. Bryson Lamont Smith Ira F. Cates	T. J. Bryson J. P. McKnight (sp) T. J. Bryson (Su) E. T. Brinkley Ira F. Cates (sp)	George McFarlane L. W. Garrett (bm) M. L. Ashmore (cm) R. B. Page W. E. Fruett (cm)	George McFarlane L. W. Garrett (n) Clayton Register (cl) E. L. Howard H. K. Thomas (el)	B. A. Corbett
WILSON 15,000	Times (e) 4,650	.05	.04	(D) (AP) (J) (30)	P. D. Gold Pub. Co.	John D. Gold	Edgar Doris	John D. Gold C. L. Ivey (cm)	P. O. Barnes Elisabeth Clark (cl)	
WINSTON-SALEM 80,000	Journal (m) 15,201 Twin-City Sentinel (e) 18,635 Combined daily (me) 33,836 Sunday edition (S) 14,020	.... .12 .12	.... .08	(I) (AP,UP,US,INS) (85)	Owen Moon	Santford Martin W. Sharp (me-m) J. McDaniel (me-e)	Worth Bacon (m) Henry Martin (e) Frank Spencer (sp-m) Wm. Christian (sp-e) Santford Martin (Su)	W. K. Hoyt Bradley Welfare (cm)	Rex Freeman Donald Chipman (el)	E. F. LeGrand

NORTH DAKOTA

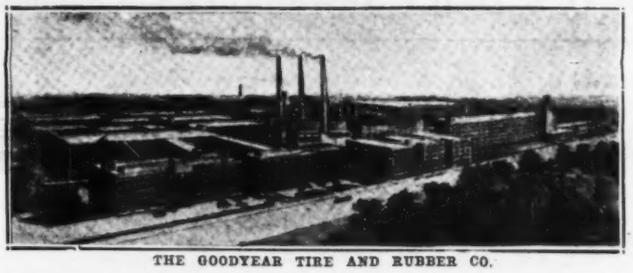
City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BISMARCK 10,892	Tribune (e) 5,026x	.04	.032	(R) (AP) (J) (126)	Geo. D. Mann	Gordon MacGregor Geo. D. Mann	Gordon MacGregor William Moller (sp)	Geo. D. Mann A. O. Johnson (bm) Harry Bernstein (cm)	Archie O. Johnson Mildred Quam (cl)	Russell Young F. C. Ellsworth (j)
DEVIL'S LAKE 7,400	Journal (e) 3,573	.03	.025	(R) (AP) (J) (none)	M. H. Graham	M. H. Graham T. F. McCarthy	A. Timboe (sp)	M. H. Graham	J. Beauchamp	W. Brekken (j)
FARGO 23,714	Forum (m) 12,018x Forum (e) 14,509x Combined daily (me) 26,527x Sunday edition (S) 19,408x	.... .10 .08	.... .10 .08	(I-R) (AP) (mer) (85)	N. B. Black	H. D. Paulson	Chas. Burke J. A. Purcell (sp) Chas. Burke (Su)	N. D. Black J. F. Payne (cm)	H. R. Hill J. A. Black (cl)	A. W. Oliver
GRAND FORKS 19,271	Herald (m) 12,982x Herald (e) 5,574x Combined daily (me) 18,556x Sunday edition (S) 14,678x	.... .08 .08	.... .071	(I-R) (AP) (†) (131-67)	Grand Forks Herald Co.	W. P. Davies John B. Cooley	W. G. Arnold (m) R. G. Davies (e) C. D. Locklin (sp)	Julius F. Bacon B. E. Thomson (cm)	J. H. Pearson	J. F. Richards
JAMESTOWN 8,251	Sun (m) 4,245	.045	.03	(I) (AP) (126-128)	Hansen Bros.	Percy M. Hansen	S. V. Anderson	Byron G. Hansen (bm) W. J. Lawrence (cm)	B. G. Hansen Alice Tordoff (n)	Olin Shaw
MANDAN 6,036	Pioneer (e) 3,016x	.03	.03	(R) (AP) (J) (131)	E. A. Tostevin	E. A. Tostevin Earl H. Tostevin	Wallace Matson	E. A. Tostevin Ed D. Tostevin (cm)	Walter C. Tostevin E. A. Tostevin (n)	C. F. Pierce
MINOT 17,500	News & Optic-Reporter (e) 8,293	.04	....	(I) (AP) (85)	H. S. Davies					
VALLEY CITY 6,000	Times-Record (e) 3,150	.03	.025	(R) (AP) (J) (none)	P. R. Trubshaw	P. R. Trubshaw (me)	Lynn Cowell	P. R. Trubshaw bm) E. G. Dibbern (cm)	E. G. Dibbern	O. H. Maisen P. R. Trubshaw (j)

OHIO

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AKRON 230,000	Beacon-Journal (e) 64,807 Times-Press (e) 56,330 Sunday edition (S) 36,711	.14 .13 .13	....	(I-R) (AP,CP, INS) (150) (I) (UP) (143)	C. L. Knight Times-Press Pub. Co.	John S. Knight H. B. Kerr (asst.me) L. E. Judd H. M. Van Doren	Howard Wolf J. W. Schlemmer (sp) H. W. August L. W. Wagner (sp) P. W. Van Camp (Su)	John H. Barry (bm) J. M. Aylward (cm) R. A. Huber L. E. Herman (bm) V. P. Willett (cm)	L. B. Krob F. J. Wynhoff (n) D. J. Heintzleman (cl) George Miesig George Saas (cl)	Harry B. Reese
ALLIANCE 21,603	Review (e) 10,612	.04	....	(R) (AP) (J) (161)	Review Pub. Co.	N. A. Geyer F. A. Hollos	Paul W. Reed John Hanlon (sp)	Paul C. Siddall Henry Untch (cm)	Harry Farrall C. E. DeGraw (n) James Woods (cl)	J. F. Sullivan Ralph Miller (j)
ASHLAND 12,500	Times-Gazette (e) 5,960	.025	.021	(I) (INS) (161)	Ashland Ptg. Co.	Harry L. Horne	William G. McKee	Edgar Koehl Bertha E. Kerr (cm)	S. A. Fluke R. M. Beer (cl)	M. G. Bachmann
ASHTABULA 26,000	Star-Beacon (e) 9,887	.045	.025	(R) (UP) (161)	C. A. Bowley	J. S. Gotshall	E. C. Hankins M. R. Alfreds (sp)	C. A. Bowley G. H. Leggett (bm) E. A. Olson (cm)	G. O. Mayborn G. H. Leggett (n) A. C. Johnson (cl)	Howard Healy

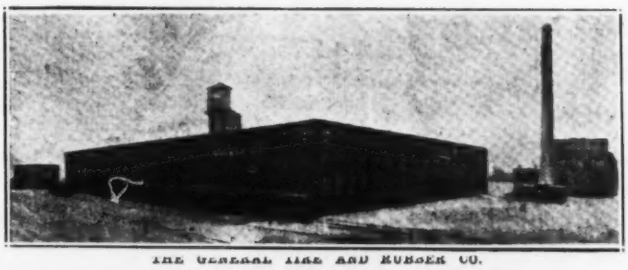
(*Continued on page 82*)

ALL IN AKRON, OHIO



THE GOODYEAR TIRE AND RUBBER CO.

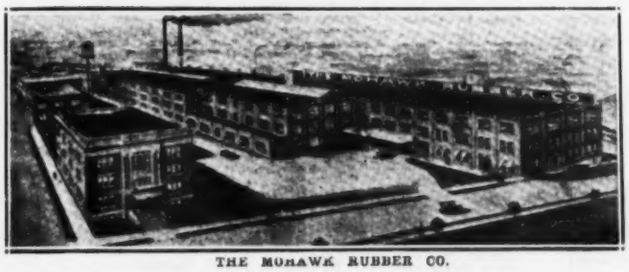
THE FIRESTONE TIRE AND RUBBER CO.



THE GENERAL TIRE AND RUBBER CO.

THE B. F. GOODRICH CO.

THE MILLER RUBBER CO.



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The 1928 Lineage Of The

AKRON BEACON JOURNAL

Reached The Highest Mark In Akron Newspaper History

18,295,368 LINES

A GAIN Of

1,211,960 LINES

Over 1927 When The Beacon Journal Stood First In Ohio And Fifth* In The Nation In Six-Day Lineage

An Annual Payroll Of

$201,870,000

In Akron Makes This Large Volume Of Business Possible

* The Beacon Journal stood FOURTH in the nation for the first six months of 1928

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THE AKRON BEACON JOURNAL

Reaches 90 Per Cent of English Speaking Homes In Akron

STORY, BROOKS & FINLEY, Representatives New York Chicago Philadelphia Los Angeles

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OHIO (Cont'd)

City / Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor / Managing Editor	City Editor / Sports Editor / Sunday Editor	General Manager / Bus. Manager / Circulation Man.	Adv. Manager / Natl. Adv. Man. / Classified Man.	Mech. Supt. / Job Supt.
ATHENS	Messenger										
7,500	(e)	9,664	.04	.032	(R) (UP) (161)	F. W. Bush	F. W. Bush C. H. Harris	Harold Moore William Smiley (Su)	C. F. Burkheimer (cm)	P. O. Nichols H. H. Russell (n) James Caldwell (cl)	Roy Dupler
	Sunday edition (S)	10,169	.04	.032							
BELLAIRE	Leader										
17,000	(e)	7,086	.035	.03	(I-R) (UP) (116-4)	Sherlock Bros. Pub. Co.	M. F. Sherlock A. J. Sherlock	J. Maxwell Duga	B. A. Sherlock A. J. Sherlock (bm) H. E. Sherlock (cm)	Robert T. Miller H. E. Sherlock (n) Florence Halliday (cl)	B. A. Sherlock
BELLEFONTAINE	Examiner										
10,000	(e)	5,515	.025	.025	(I) (INS) (161)	H. K. Hubbard & Co.	A. A. Hubbard H. K. Hubbard		F. G. McCracken (bm)		
BELLEVUE	Gazette										
6,000	(e)	.....	.018	....	(I) (UP) (J) (161)	Gazette Pub. Co.	A. C. Callaghan				
BOWLING GREEN	Sentinel-Tribune										
6,500	(e)	4,055	.025	.025	(R) (INS) (J) (161)	Sentinel Co.	Spencer A. Canary	Ivan Lake	Alfred Haswell Fermont Fluhart (cm)	Virgil Taylor G. Katzenmeyer (n) P. Fuller (cl)	C. Jolley G. Elsea (j)
BUCYRUS	Telegraph-Forum										
12,160	(e)	5,625	.03	.021	(I-R) (INS) (†) (161)	R. C. Holles	John D. Zook	Adam Boryczka (sp)	C. H. Holles J. Metzger (cm)	H. J. Davis E. Craner (n)	E. J. Meyers
CAMBRIDGE	Jeffersonian										
16,000	(e)	11,470x	.045	....	(I) (UP) (161)	Jeffersonian Co., Inc.	H. W. Amos (me)	F. S. Dollison Ernest Sheehan (sp)	T. E. Amos T. S. Moorhead (cm)	L. H. Merrick T. S. Moorhead (n) V. E. Arnold (cl)	T. E. Amos
CANTON	News										
116,800	(e)	22,489	.08	.053	(D) (UP,CF,NYW) (mer) (†) (E) (88-73)	James M. Cox	Herve W. Miner	W. J. Moyer Carl Dillon (sp) John Green (Su)	M. C. Hinken (bm) Glen L. Cox (cm)	George Shultis G. Esselbourne (n) W. J. Babb (cl)	
	Sunday edition (S)	19,687	.08	.053							
	Repository (e)	39,084	.10	....	(I-R) (AP,INS) (†) (E) (150)	Brush-Moore Newspapers, Inc.	John D. Rariden Clyde E. Hovis	Ted A. Witter Monte Cross (sp)	Roy D. Moore H. R. Schaffner (bm) T. S. Brush (cm)	Paul F. Morgan M. D. Dickey (cl)	C. C. Peebles
	Sunday edition (S)	37,197	.10	....							
CELINA	Standard										
5,026	(e)	2,950	.021	.018	(D) (INS) (J) (30)	F. A. Snyder	F. A. Snyder	C. S. Hoagland Orville Hole (sp)	F. A. Snyder C. S. Fishbaugh (cm)		C. S. Fishbaugh R. Bacher
CHILLICOTHE	News-Advertiser										
19,000	(e)	4,831	.02	.02	(D) (UP) (116-4)	J. K. Hunter	E. A. Ortman	C. R. Ortman Gilbert Chandler (sp)	J. K. Hunter C. A. Armstrong (cm)	O. O. Overly J. K. Hunter (n) E. I. Aid (cl)	Morris Small
	Scioto Gazette (e)	6,663	.025	.025	(R) (AP) (J) (161)	Scioto Gazette Co.	James Hannan (me)		James Hannan D. D. Dahill (cm)	J. E. Ratcliff W. Kramer (cl)	C. L. Groninger Albert Hafer (j)
CINCINNATI	Commercial Tribune										
413,700	(m)	68,854	.14	.08	(R) (AP,NYW) (J) (E) (35)	Harry W. Brown	Frederic N. Shorey	Royal Ryan Alvin Willig (sp) H. W. Coates (Su)	Harry W. Brown W. B. Fortlage (bm) Frank W. Eastin (cm)	Allen Martin W. E. Fortlage (n) Silas James (cl)	W. B. Fortlage
	Sunday edition (S)	68,854	.17	.08							
	Enquirer (m)	72,834	.19	....	(I) (AP,INS,NYHT) (*8) (mer) (†) (E) (14)	Est. of John R. McLean	W. F. Wiley Geo. S. McDowell	C. J. Bocklett J. N. Nolan (sp) Wm. Brilmayer (Su)	W. F. Wiley W. K. Nottingham (bm) H. C. Kloecker (cm)	R. H. Ferger W. H. Hershey (cl)	R. L. Rickwood
	Sunday edition (S)	180,673	.40	....							
	Post (e)	200,316	.32	.20	(I) (UP) (†) (E) (143)	Post Pub. Co.	Edw. P. Mills (m.e)	Elmer Dresser Tom Swope (sp)	Frank W. Rostock, Pres. Walter R. Rauck (cm)	Lynn O. Roark P. R. Pettit (n) B. Laurimore (cl)	
	Times-Star (e)	160,527	.28	.20	(R) (AP,INS,CP) (†) (J) (E) (108-125)	Charles P. Taft	Hulbert Taft Moses Strauss	Edward Steinborn Nixson Denton (sp)	C. H. Rembold George Fries (bm) A. H. Grosheim (cm)	C. E. Bennett E. J. Oexman (n) E. Sigafoose (cl)	Jos. Illig (j)
CIRCLEVILLE	Herald										
8,200	(e)	3,407	.025	.022	(D) (UP) (J) (116-4)	Circleville Pub. Co.	Lee E. Dimond	Frank Kibler (sp)	K. J. Herrman Margaret Shea (cm)	K. J. Herrman Mar. E. Shea (cl)	H. P. McChord, Jr.
CLEVELAND	News										
1,010,300	(e)	172,387	.38	....	(R) (AP,INS) (*8) (†) (J) (E) (102)	Cleveland Co.	T. A. Robertson	A. E. M. Bergener Ed Bang (sp) Hugh Kane (Su)	D. R. Hanna, Jr. Arthur McBride (cm)	C. M. Marvin A. B. Mackinnon (n) J. A. Byrne (cl)	W. V. Cowgill George Frazee (j)
	Sunday edition (S)	200,750	.38	....							
	Plain Dealer (m)	218,775	.42	.36	(I-D) (AP,UP,CT) (*8) (J) (E) (168-169-13)	Plain Dealer Pub. Co.	Paul Bellamy (me)	N. R. Howard S. D. Otis (sp) William Vorpe (Su)	George M. Rogers John S. McCarrens (bm) John J. Kirk (cm)	H. W. Roberts B. A. Collins (n) J. A. Van Buren (cl)	H. J. Graham John Zimmer (j)
	Sunday edition (S)	287,793	.52	.45							
	Press (e)	216,728	.42	....	(I) (UP) (E) (143)	Scripps Pub. Co.	L. B. Seltzer J. T. Feehan	N. Doyle Stuart Bell (sp)	J. G. Mellink (bm) J. A. Finster (cm)	J. L. Irvin J. F. Cole (n) E. O. Syman (cl)	A. Chabek
COLUMBUS	Citizen										
299,000	(e)	87,721	.20	....	(I) (UP) (E) (143)	Citizen Pub. Co.	E. E. Cook H. F. Busey	W. D. Frazier Lewis Byrer (sp)	C. MacTammany (bm) R. O. Dyer (cm)	M. R. Thomas J. O. Doty (n) C. H. Schober (cl)	W. S. Edkin
	Dispatch (e)	116,927	.24	.185	(I) (AP, INS) (mer) (†) (E) (123)	Dispatch Ptg. Co.	Arthur Johnson C. J. Ricker	Ray Hoyt W. F. MacKinnon (sp)	Arthur Johnson A. E. Campbell (bm) Charles Wilson (cm)	H. R. Young Lewis B. Hill (n) C. T. Hardin (cl)	John Kuhns
	Sunday edition (S)	116,927	.24	.185							
	Ohio State Journal (m)	53,498	.13	.125	(R) (AP) (†) (E) (150)	Edgar T. Wolfe	R. O. Ryder A. E. McKee Hershey Mowrey (me)	Dan J. Smith G. Clyde Tuttle (sp) L. R. Connor (Su)	Walter T. Rock W. H. Ribie (bm) L. C. Hess (cm)	M. R. Hall H. L. Thomas (cl)	I. E. Tessier
	Sunday edition (S)	53,498	.13	.125							
CONNEAUT	News-Herald										
12,500	(e)	3,451	.023	.02	(R) (UP) (J) (161)	C. A. Rowley	Victor Free		J. W. Quigley	Arthur Tisdale	
COSHOCTON	Tribune & Times-Age										
12,000	(e)	x	....	....	(I) (INS) (†) (161)	Tribune Co.	F. S. Wallace				
	Sunday edition (S)	x	....	....							
DAYTON	Herald										
184,500	(e)	46,169	.10	.075	(I) (UP,INS) (†) (E) (150)	E. G. Burkam	Dwight E. Young	E. M. Rossiter Robert Husted (sp)	Ralph M. Jones A. J. Wilson (bm) C. E. Snyder (cm)	W. Wents A. J. Yoder (n) C. Tangeman (cl)	A. Millard
	Journal (m)	27,233	.08	.06	(R) (AP) (†) (E) (150)	E. G. Burkam	Dwight E. Young	Ray H. Cnon Jacob Frong (sp) Ethan C. Crane (Su)	Ralph M. Jones A. J. Wilson (bm) C. E. Snyder (cm)	Wm. Abbott A. J. Yoder (n) C. Tangeman (cl)	Jess Pigman
	Sunday edition (S)	49,458	.10	.075							
	News (e)	56,732	.12	.085	(I-D) (AP,UP,INS,NYW, CP) (†) (mer) (E) (88-73)	James M. Cox	Walter Locke D. E. Kumler	Thomas Hook Simon Burick (sp) Howard Burba (Su)	D. J. Mahoney T. J. Kavanaugh (cm)	H. A. Brandt H. Holliday, Jr. (n) Jos. Kelly (cl)	James Brinkerhoff
	Sunday edition (S)	49,585	.10	.085							
DEFIANCE	Crescent-News										
9,000	(e)	3,823	.02	.02	(I) (INS) (J) (116-4)	Crescent Ptg. Co.	Ralph W. Peters	Homer J. Schutt	Lee O. Tustison J. H. Florea (cm)	L. V. Tuttle Lee O. Tustison (n) Pauline Weaver (cl)	E. T. Runnion Lewis B. Freis (j)
DELAWARE	Gazette										
10,000	(e)	2,171x	.014	.011	(R) (INS) (J) (161)	W. D. Thomson	W. D. Thomson	David T. Iee C. C. Allam (sp)	W. D. Thomson L. Shapiro (cm)	H. C. Thomson M. T. Gay (n)	O. B. Case
	Journal-Herald (e)	1,952	.014	.011	(D) (UP) (J) (30)	Journal-Herald Pub. Co.	J. D. Knowles		J. D. Knowles		Ed. Mettler (j)
DELPHOS	Herald										
5,745	(e)	.....	.015	....	(I) (J) (UP) (116-4)	Delphos P. & P. Co.	J. A. Laudick				
DENNISON	Paragraph										
6,000	(e)	2,200	.02	.02	(D) (AP) (none)	G. C. Haverstack	G. C. Haverstack	Charles Pratt Clyde Shaffer (sp)	G. C. Haverstack	G. C. Haverstack	
DOVER	Reporter										
11,000	(e)	6,600	.03	.025	(I) (AP) (†) (J) (133)	A. A. Hoopingarner	A. A. Hoopingarner H. C. Hagisch	Joe Williams (sp)	E. Bartholmeh (bm) L. C. Domer (cm)	David Limberg K. M. Weber (n) Gladys Kugler (cl)	D. C. Burkholder
EAST LIVERPOOL	Review										
26,500	(e)	11,540x	.045	.036	(R) (INS) (161)	East Liverpool Pub. Co.	Frank R. O'Hanlon	Howard Kaufman	Dan M. Krug	Dan M. Krug	James R. Meek
EAST PALESTINE	Leader										
6,000	(e)	1,640	.014	....	(I-R) (UP) (J) (none)	C. L. Merwin	C. E. Oliver R. W. Merwin		R. W. Merwin		M. M. Martin
ELYRIA	Chronicle-Telegram										
25,000	(e)	9,457x	.045	....	(I-R) (UP) (161)	A. C. Hudnutt	Clare George	Clare George Harold Kelly (sp)	A. C. Hudnutt C. V. Barr (cm)	Robert Clark	Robert Blahney

For the 21st Consecutive Year

The Cincinnati Times-Star

Outstrips all other Cincinnati Newspapers in 1928

With 13,231,247 Lines Display Advertising

The TIMES-STAR leads the First Morning Newspaper by Times-Star 313 Publishing Days — Morning Paper 366 Publishing Days	2,975,780 Lines
TIMES-STAR leads Second Afternoon Paper by	5,707,672 Lines

Day after day, month after month and year after year, for twenty-one consecutive years the Cincinnati TIMES-STAR has held acknowledged and undisputed leadership as the outstanding advertising medium of the Greater Cincinnati Market. Its leadership is both local and national and it extends to almost every recognized classification of display advertising.

The magnitude of TIMES-STAR Leadership will be more clearly evident in the light of the figures for the entire period from 1908 to 1928 inclusive. During this period the excess display lineage of the TIMES-STAR over the morning newspaper was greater than the total display lineage carried by the morning paper during the first nine of the twenty-one years. Its lead over the second afternoon newspaper was proportionately even greater.

So decisive, so conclusive, so unanswerable are these figures as the register of relative advertising efficiency that there can no longer be any question as to the one best buy in this great, stable and prosperous market! Viewed from any angle, reader influence, advertising experience, coverage, or cost, the TIMES-STAR is indicated as first choice for every advertiser who is doing business in the Cincinnati Market!

THE CINCINNATI TIMES-STAR

MEMBER AUDIT BUREAU OF CIRCULATION—100,000 GROUP OF AMERICAN CITIES

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OHIO (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor . Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
FINDLAY	Courier									
22,000	(e) 3,202	....	....	(D) (UP) (161)	Findlay Courier Co.	D. L. Pitkin (E)	Ralph Teatsorth (e)	L. N. Heminger (bm)	P. Hoppenberg (e)	Frank Camp
	Republican								Leo Jaqua (m)	
	(m) 8,764	....	....	(R) (AP) (161)	Findlay Pub. Co.	R. L. Heminger (M)	Albert Groves (m)	J. R. Schuck (cm)	Edna Decker (n)	
	Total daily								Ruth Eiting (cl)	
	(me) 11,966	.045	....							
FOSTORIA	Times									
12,500	(e) 3,615	.017	.017	(D) (INS) (J) (161)	Roscoe Carle	Roscoe Carle J. H. Williams	A. F. Bryan	J. H. Williams S. Hicks (cm)	J. H. Williams	J. H. Williams
	Review									
	(e) 3,620	.02	....	(R) (UP) (†) (J) (48)	F. M. Hopkins	E. M. Hopkins	H. E. Stout V. E. Switzer (sp)	E. M. Hopkins R. N. McCracken (cm)	E. M. Hopkins R. N. McCraken (cl)	A. R. Winkler
FREMONT	Messenger									
15,000	(e) 3,787	.02	.02	(D) (INS) (30)	Messenger Co.	R. A. Patton F. J. Daubel	Albert O'Farrell (sp)	F. J. Daubel Guy. R. Long (cm)	Paul A. Vinson F. J. Daubel (n)	Glenn Faris
	News									
	(e)	.02	....	(I (UP) (†) (161)	Wrigley Bros. Ptg. Co.	G. A. Hoot		A. C. Wrigley		A. W. Granel (j)
GALION	Inquirer									
8,500	(e)	.015	.014	(I) (UP) (J) (116-4)	Inquirer Ptg. Co.	C. F. Eise				
GALLIPOLIS	Tribune									
7,000	(e) 1,015	.014	.014	(R) (INS) (J) (none)	H. W. Wetherholt	H. W. Wetherholt	T. L. Bush	H. Wetherholt (bm) Ruth Richards (cm)		C. H. Bolton (j)
GENEVA	Free Press									
4,200	(e) 1,823	.02	.015	(R) (161)	C. A. Rowley	Edmunds Baker Charles A. Bonser	Henry Maltbie (sp)	Chas. A. Bonsor T. Woodworth (cm)	Harold Wellman M. Kissman (cl)	W. C. Edy
GREENVILLE	Advocate									
9,000	(e) 5,110	.025	.025	(I-D) (UP) (J) (161)	Advocate Co.	W. A. Browne, Jr.	Dave Deardourff	Walter E. Browne W. Baumgardner (cm)	Walter E. Browne	
	News-Tribune									
	(e) 3,700	.021	.018	(R) (AP) (J) (3)	Martin B. Trainor Est.	Charles I. Gordon		Mabel Trainor (bm)		
HAMILTON	Journal									
44,200	(e) 11,402	.045	.043	(I-D) (AP) (161)	Homer Gard	C. A. Leiter	Hosmer Grosvenor Richard Connelly (sp)	Homer Gard L. R. Hensley &... G. E. Holdefer (bm) S. A. Weber (cm)	L. R. Hensley	A. A. Reilly
	News									
	(e) 10,376	.045	.045	(R) (AP) (J) (32)	Republican Pub. Co.	W. L. Tobey E. P. Robinson	Sam Carr E. Schellenbach (sp)	W. L. Tobey F. B. Brown (cm)	C. R. Greenawalt A. J. Wesselman (cl)	G. R. Holden J. M. Kaiser (j)
IRONTON	Tribune									
20,000	(e) 6,012	.04	.032	(R) (AP) (161)	Felonise B. Moore	J. B. Corns Felonise Moore	C. J. McCarthy Peter Burke (sp)	Felonise B. Moore J. M. Gorman (cm)	Carl Walker B. A. Wyatt (n)	Charles Feil
	Sunday edition									
	(S) 6,012	.04	.032							
KENTON	Democrat									
8,000	(e)	.015	....	(D) (UP) (none)	Democrat Pub. Co.	C. E. Flanagan				
	News-Republican									
	(e) 3,055	.015	....	(R) (INS) (J) (161)	Republican Co.	E. E. Rutledge	Edwin S. Rutledge M. Williams (sp)	E. E. Rutledge	E. W. Bodell E. E. Rutledge (n)	
LANCASTER	Eagle									
21,000	(e) 5,345	.03	.024	(D) (AP) (J) (82)	Eagle Ptg. Co.	Edw. Wetzler	H. V. Phillips	Charles Wetzler	R. E. Sieber	E. O. Tobin
	Gazette									
	(e) 5,206	.03	.024	(I) (UP) (161)	C. J. Beach		A. M. Whitmer (sp)	Harry Phillips (cm)	J. E Gallagher	John Shonk
LIMA	News									
49,700	(e)	.07	.053	(I-D) (AP,INS) (32)	L. S. Galvin	E. R. Leach	Robert Wilson Amby Falk (sp)	L. S. Galvin Ray Corcoran (cm)	Milton Misner A. J. Gruber (n)	Cort Edmiston
	Sunday edition									
	(S)	.07	.053							
	Star & Republican-Gazette									
	(m) 14,412	.05	.03	(R) (AP) (mer) (126-128)	Star Pub. Co.	Geo. E. McCormick. T. A. Waters	Joe Collier R. G. Patterson (sp) Elizabeth Cheney (Su)	Geo. E. McCormick I. A. Zay (bm) M. J. Hinson (cm)	Morris Rosenbloom Mary Fritz (n) F. L. Canavan (cl)	A. H. Tebben
	Sunday edition									
	(S) 13,830	.05	.03							
LISBON	Journal									
3,500	(e) 1,475	.018	.018	(R) (J) (none)	Buckeye Pub. Co.	D. H. Frew (me)		W. A Frew (bm)		J. H. Frew O. R. Peterson (j)
LORAIN	Journal									
44,900	(e) 9,456	.03	.022	(I-D) (UP) (†) (130)	David Gibson	Frank Maloy	Donald Lindsay John Binder (sp)	Dan F. Williams (bm) Harry Hughes (cm)	J. W. Graham William King (cl)	L. Dickinson
	Times-Herald									
	(e) 7,931	.03	.021	(I) (INS) (†) (161)	R. C. Hoiles	Tex DeWeese	Glen Warner Joe Kuebler (sp)	R. C. Hoiles C. M. Ryan (cm)	James E. Lyons	Alfred Clucker
MANSFIELD	News									
35,000	(e) 14,582	.05	....	(I-R) (INS,UP) (J) (161)	News Ptg. Co.	P. Wolfe	Ross McMichel	R. C. Hoiles E. M. Grimes (bm) J. Martin (cm)	J. C. Clark	
	Sunday edition									
	(S)	.05	....							
MARIETTA	Times									
16,500	(e) 8,144	.035	.035	(I) (INS) (161)	Times Co.	Frank B. McKinney	Tom O'Donnell Paul Winkhaus (sp). F. B. McKinney (Su)	Will P. McKinney E. C. Angert (cm).	L. E. Toller L. Miller (n) Fred Reynolds (cl)	Cecil Echols
	Sunday edition									
	(S) 3,623	.025	.021							
MARION	Star									
32,000	(e) 14,327	.05	.033	(I-R) (INS) (161)	Harding Pub. Co.	Geo. H. Van Fleet.. Murray Powers	Harry S. Elliott Karl R. McElroy (sp).	R. D. Moore James C. Woods (bm) Delmas Jenkins (cm)	R. F. Fletcher Gilmore Hiett (cl).	C. W. Kramer
MARTINS FERRY	Times									
15,000	(e) 9,360x	.04	....	(I-R) (INS) (161)	Daily Times Co.	Madison Aldridge				
MARYSVILLE	Tribune									
3,998	(e) 2,083	.015	....	(I-R) (161)	Huber Bros. & Otto	Irvin C. Henry				
MASSILLON	Independent									
31,378	(e) 9,164	.05	....	(I) (AP) (83)	Independent Co., Inc. C. L. Knight, Pres.	Charles E. Chidester	Fred Becker	E. A. Neutzenholzer (bm) S. S. Maier (cm)	K. C. DeLong Miss M. E. Cook (n)	
MECHANICSBURG	Telegram									
1,500	(e) 915	.014	.014	(R) (J) (none)	C. C. Slater	C. C. Slater				Leon Boutwell (j)
MIDDLETOWN	Journal									
35,000	(e) 6,264	.035	.035	(R) (AP) (†) (161)	E. S. Myers	E. S. Myers E. C. Reeves	E. C. Reeves H. P. Kraft (sp)	E. S. Myers C. S. Connolly (cm)	N. J. Lawler Clarence Wilson (n) Murphy Little (cl)	Herbert Kraft
	News-Signal									
	(m) 6,005	.03	.03	(D) (UP) (†) (116-4)	E. S. Myers	Glen Hankins R. C. Ogelsby	R. C. Ogleby W. E. Alexander (sp)	Glen Hankins (bm) William Darragh (cm)	Glen Hankins F. Ford (n) M. F. Little (cl)	W. J. O'Brien
	Sunday edition									
	(S) 6,957	.035	....							
MT. VERNON	Banner									
12,100	(e) 3,146	.02	.02	(D) (AP) (116-4)	S. J. Dorgan	R. B. Armstrong	R. V. Hess	S. J. Dorgan	S. J. Dorgan	Carl Fettig
	Republican-News									
	(e) 4,510x	.025	.021	(R) (UP) (J) (161)	Republican Pub. Co.	Charles C. Iams	J. E. Devalon J. Fred Lorey (sp)	L. A. Culbertson (bm) C. P. Wenger (cm)	Rusler Bell	Guy Elder L. M. Bell (j)
NEWARK	Advocate & American Tribune									
32,000	(e) 14,743x	.05	.038	(I) (AP,UP) (†) (J) (161)	C. H. Spencer	C. H. Spencer	F. A. Woolson P. E. Connelly (sp)	C. H. Spencer J. D. Spencer (cm)	C. W. Bluthart F. W. Spencer (n)	J. S. Gilcrest F. F. Frasier (j)
NEW PHILAD'HIA	Times									
12,800	(e) 9,418	.035	.035	(I) (UP) (161)	Democrat Pub. Co.	J. E. Hurst I. Dale Empfield	I. Dale Empfield Eugene F. Hurst (sp)	J. E. Hurst E. F. Schumaker (cm)	Dean G. Warner Elmer Mantsel (cl)	F. L. Kimmel
NILES	Times									
15,000	(e) 3,188	.025	....	(I) (INS) (†) (116-4)	Daily Times Co.	James L. Wick Stanley Wolfe	James Hatcher Mark Ogden (sp)	Milton I. Wick Roy Foreman (bm) Arthur Surprise (cm)	Milton I. Wick Roy Foreman (n) Lela Smith (cl)	R. L. Johnston
NORWALK	Reflector-Herald									
9,250	(e) 4,218	.021	.016	(R) (AP) (J) (161)	R. C. Snyder	R. C. Snyder	A. E. David	D. A. White (bm). M. T. Doane (cm).	R. A. Fisher Dudley A. White (n) W. H. Babcok (cl)	Romeyn Simon George Jacobs (j)
PAINESVILLE	Telegraph									
15,000	(e) 5,222	.03	.029	(R) (UP) (J) (161)	C. A. Rowley	H. E. Johnson C. A. Rowley	H. E. Johnson Gordon Benzies (sp)	C. A. Rowley H. H. Henes (bm) G. A. Sidley (cm)	R. N. Heyer P. Rescum (cl)	Lorin Bruce H. B. Hurst (j)
PIQUA	Call									
18,000	(e) 6,100	.025	.025	(I) (UP) (161)	C. F. Ridenour	C. F. Ridenour Ray H. Heater	Kenneth Shofstal Paul Murray (sp)	C. F. Ridenour P. W. Stiles (cm)	Eloda Flowers Helen Marshall (n) Frances Jones (cl)	Lewis Davidson

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

always!

First in Ohio*

IN PAID ADVERTISING VOLUME

21,114,379 lines in 1928

.. leading the second Ohio paper by 2,719,969 lines

COLUMBUS DISPATCH	21,114,379
Akron Beacon Journal	18,394,410
Cleveland Plain Dealer	17,039,138
Dayton News	15,610,488
Cincinnati Times Star	15,319,872
Toledo Blade	15,097,363

* THE FOURTH STATE

National Representatives

O'MARA and ORMSBEE, Inc.

New York—Chicago—Detroit—San Francisco—Los Angeles

TOTAL NET PAID DAILY CIRCULATION 116,927

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OHIO (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
POMEROY 5,000	Tribune (e) 5,000	.03	.03	(R) (AP,INS) (J) (48)	Meigs Pub. Co. Charles Ebersbach	C. A. Schaefer		C. A. Schaefer S. E. Wolfe (bm)	Don Jenkins	S. Martin
PORTSMOUTH 41,200	Sun (m) 6,261x Times (e) 15,723x Total daily (me) 21,084x Sunday edition (S) 15,303x	.... .08 .06	....	(E) (AP) (161) (D) (AP,UP) (161)	Harry E. Taylor			Harry E. Taylor		
RAVENNA 8,500	Record (e) 3,734	.025	.025	(I) (INS) (J) (161)	A. V. Dix	Robert Stopher A. V. Dix	E. Y. Lacey Robert Stopher (sp)	A. V. Dix C. A. Arnett (cm)	F. L. Beasley C. A. Arnett (cl)	Charles Nodine P. E. Kriebie (j)
SALEM 12,500	News (e) 3,912	.02	....	(R) (INS) (J) (161)	Salem Pub. Co.	R. W. Hawley	H. C. Bow (sp)	R. W. Hawley S. C. Chisheim (cm)	F. L. Glaage	R. W. Hawley (j)
SANDUSKY 26,850	Register (m) 10,033 Sunday edition (S) 10,581 Star-Journal (e) 9,897	.04 .04 .035	....	(R) (AP) (†) (J) (161) (D) (UP) (150)	Register Pub. Co. Alvord & Peters Co.	E. H. Mack E. F. Walrath R. M. Struble	Paul Mason Clayton Irwin (sp) Paul Heiberger Leonard Winkler (sp)	J. D. Mack (bm) P. T. Hepp (cm) F. E. Alvord Lambert Liddell (cm)	C. L. Linkenbach E. H. Mack (n) Mrs. F. Ketterer Leo Staffler Robert Wellbaum (cl)	A. F. Leiter (j) E. C. Young
SHELBY 6,694	Globe (e) 2,900	.018	....	(I) (J) (none)	Stambaugh & Stambaugh	R. L. Castor				
SIDNEY 10,300	News (e) 4,960	.025	.025	(I) (INS) (J) (none)	The Sidney Ptg. & Pub. Co.	E. C. Amos W. T. Amos (me)	H. A. Amos	W. T. Amos		W. T. Amos (j)
ST. MARYS 6,815	Leader (e) 3,000	.025	....	(I) (J) (UP) (48)	A. C. Buss	T. E. Wilson				
SPRINGFIELD 73,000	News (e) 19,802 Sun (m) 15,037 Total Daily (me) 34,839 Sunday edition (S) 26,371	.... .10 .10	....	(I-D) (AP) (mer) (†) (E) (88-73)	Edgar Morris	Bert A. Teeters	Charles A. Roberts Wells Gaynor (sp) C. W. Morris (Su)	Edgar Morris C. G. Phares (cm)	C. G. Schaefer H. Rathbun (n) R. E. Heuston (cl)	
STEUBENVILLE 38,000	Herald-Star (e) 20,386x	.07	.07	(R) (AP,INS) (161)	Herald Ptg. Co.	N. Edward Worstall	Charles Chappelear Richard Shelton (sp)	Roy D. Moore H. W. Nichols (bm) S. H. Witter (cm)	I. R. Van Aurmen Joseph McCarthy (cl)	
TIFFIN 16,000	Advertiser (e) 4,937	.025	.021	(D) (UP) (J) (161)	Advertiser Co.	U. S. Abbott	R. H. Keller Fred Ball (sp)	E. T. Rodgers A. G. Ball (cm)	J. D. Clagett E. T. Rodgers (n)	Grover Harshman F. M. Mealey (j)
	Tribune (e) 3,018	.021	.018	(R) (INS) (30)	O. T. Locke & Son	Charles O. Locke Robert L. Rohe		R. L. Rohe Walter Lorentz (cm)	R. L. Rohe (n)	
TOLEDO 313,200	Blade (e) 130,573	.30	....	(I-R) (AP,INS,CP) (†) (14)	Paul Block	Grove Patterson Charles Corbin	Fred Mollenkopf R. A. French (sp)	F. E. Cottrell S. C. Speer (bm) F. S. Newell (cm)	W. E. Myers F. E. Cottrell (n) R. S. Thompson (cl)	E. P. Doyle
	News-Bee (e) 91,079	.24	.145	(I) (UP) (mer) (†) (E) (143)	Toledo Newspaper Co.	H. C. Place R. Brown	C. T. Lucey Kenneth Conn (sp)	J. F. Pollock (bm) B. J. Hoffman (cm)	W. C. Coutney (n) T. R. Longcope (cl)	
	Times (m) 34,945 Sunday edition (S) 54,309	.07 .14	.09 .125	(R) (AP,INS) (*S) (E) (150)	R. C. Patterson, Pres.	John D. Dun Wilbur White	Luther Harshman Paul Schrader (sp) Harold Heartley (Su)	R. C. Patterson C. E. Veller (cm)	C. T. Tefft C. A. Wilhelm (cl)	Leo F. Long
TORONTO 7,494	Tribune (e) 1,568	.025	.021	(I-D) (UP) (†) (none)	Forrest Richmond	Forrest Richmond	Paul Feeney	Forrest Richmond	Forest Richmond	Thomas Doran
TROY 8,000	News (e) 2,850	.02	.018	(R) (UP) (J) (161)	Miami Union Pub. Co.	H. A. Pauly R. D. Steinmers	Walter J. Miller Eugene Ross (sp)	A. C. McClung	Charles Mattocks A. C. McClung (n) C. Burgin (cl)	L. A. Compton O. S. Delisse (j)
URBRICHSVILLE 7,600	Chronicle (e) 2,673	.015	.014	(I-R) (INS) (161)	Chronicle Co.	Paul H. Stoutt	F. R. Gibboney Donald Stout (sp)	Paul H. Stoutt	Paul H. Stoutt	J. F. Derry
UPPER SANDUSKY 3,400	Chief (e) 3,003	.015	....	(D) (UP,INS) (J) (116-1	Daily Chief Co.	Charles V. Read	Paul Creger	Charles V. Read	Charles V. Read Miss E. Gottfried (cl)	Jacob Schell Frank Bowman (j)
	Union (e) 2,232	.015	....	(R) (AP) (J) (3)	Wyandot Union Pub. Co.	L. M. Newcomer				
URBANA 8,000	Citizen (e) 4,945	.025	.021	(R) (UP) (J) (161)	Gaumer Pub. Co.	Herman E. Harner	Ray Ball	H. E. Harner C. S. Frantz (cm)	Lou Hovey	Geo. M. Ginn
VAN WERT 8,500	Times (e) 2,230	.015	....	(I-D) (UP) (J) (78)	Times Ptg. Co.	Ford G. Owens Julius Chandler		Ford G. Owens	A. C. Feigert	Ira Redlinger M. J. Dannecker (j)
	Bulletin (e) 2,320	.015	....	(R) (J) (d) (116-4)	J. H. Foster's Sons	Caples Foster				
WAPAKONETA 6,000	News (e) 4,091	.025	.018	(I) (UP) (J) (3)	Democrat Ptg. Co.	R. P. Melching		C. K. Rockwell		A. L. Edmiston
WARREN 40,000	Tribune-Chronicle (e) 13,206	.05	....	(R) (AP) (161)	Tribune Co.	Thomas H. Deming	Donald McCurdy Julius White (sp)	Mrs. Z. Hart Deming C. E. Gilliam (bm)	H. T. Rubenson Miss B. Stephens (n) Miss Mary Rice (cl)	E. J. Gozzard
WASHINGTON C.H. 7,962	Herald (me) 2,942	.021	....	(I) (AP) (none)	Herald Pub. Co.	Joseph H. Harper Howard S. Harper	B. E. Kelly T. S. Shipley (sp)	J. H. Harper Earl McCoy (bm)	Earl McCoy	U. M. Mitchem
WELLSTON 6,687	Sentinel (e) 1,500	.021	....	(R) (J) (none)	Sentinel Pub. Co.	Gordon Morrow		W. E. Thomas R. W. Harris, Jr. (bm)		R. Bartholomew
WELLSVILLE 9,964	News (e) 3,812	.025	.025	(I) (INS) (J) (87)	G. C. Davis	G. C. Davis		G. C. Davis F. Russell (cm)	G. C. Davis Frances Russell (cl)	F. W. Davis M. K. Duty (j)
WILMINGTON 6,300	News-Journal (e) 4,076	.025	....	(R) (AP) (†) (32)	W. J. Galvin	W. J. Galvin	L. H. Austin Kroger Babb (sp)	W. W. Galvin (bm) R. Hormell (cm)	Howard Babb Wayne W. Galvin (n)	Roy Brown
WOOSTER 10,500	Record (e) 8,332	.035	.025	(I) (INS) (161)	E. C. Dix	E. H. Hauenstein E. C. Dix	A. R. Williams	E. C. Dix J. A. Flood (cm)	E. B. Givler E. C. Dix (n)	Earl Snyder
XENIA 12,000	Gazette (e) 5,213	.03	....	(R) (UP) (161)	J. A. Chew	R. A. Higgins J. A. Chew	R. A. Higgins P. Frame (sp)	J. A. Chew J. F. McLaughlin (bm) H. Huston (cm)	W. Beeler J. F. McLaughlin (n) D. Whittington (cl)	C. Swarts
YOUNGSTOWN 174,200	Telegram (e) 35,381	.11	....	(I) (UP) (†) (143)	Telegram Co.	Felix F. Bruner A. A. Reilly (asso. ed)	Fred McClure M. H. McHale (sp)	J. T. Watters (bm) L. L. Drake (cm)	Geo. O. Wilcox H. R. Craig (n) H. E. Clarke (cl)	Rudy Binder
	Vindicator (e) 36,965 Sunday edition (S) 34,628	.11 .11	.069 .069	(I-D) (AP,INS,CP) (*S) (†) (J) (85)	Vindicator Ptg. Co.	Wm. F. Maag, Jr. Geo. R. Madtes (me)	William L. Powers Frank Ward (sp) A. D. Maag (su)	Wm. F. Maag, Jr. W. O. Brown (bm) B. J. Ullman (cm)	W. O. Brown Wm. S. Fifflick (cl)	Merle B. Rose Carl Maag (j)
ZANESVILLE 35,000	Times-Recorder (m) 18,967 Signal (e) 10,855 Total Daily (me) 29,822 Sunday edition (S) 10,123	.... .08 .035	.... .07	(R) (AP) (161) (D) (INS) (161)	W. O. Littick	W. O. Littick O. E. Granger (me-m) Fred Bohn (me-e)	C. E. Gaumer (m) James Foran (sp-m) Chas. O'Donnell (e) Allen Gondar (sp-e) Harry Basehart (Su)	W. O. Littick H. C. Littick (bm) C. L. Sink (cm)	C. Nelson Francis Desch (n) Harry Cook (cl)	William Morris

FIRST *in* AMERICA

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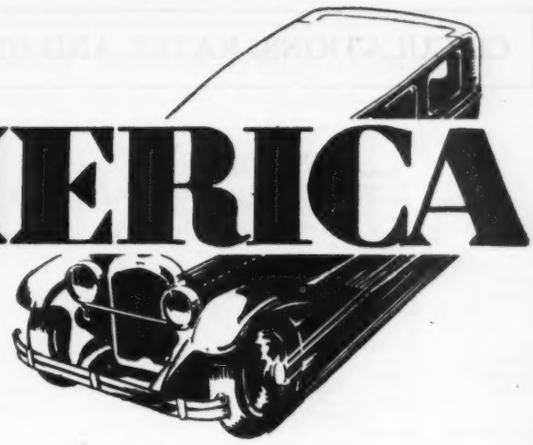

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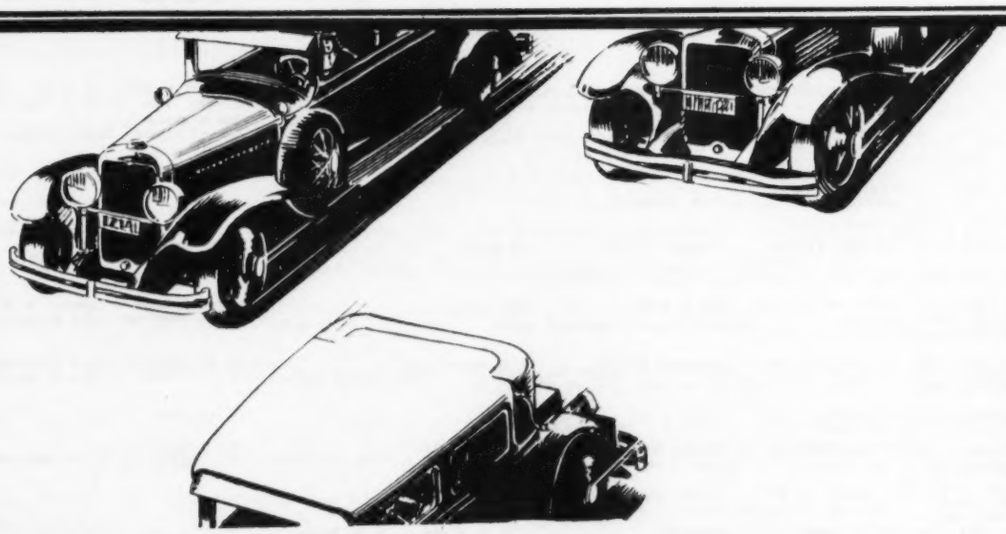
THE CLEVELAND PLAIN DEALER

PUBLISHED MORE AUTOMOBILE ADVERTISING THAN ANY OTHER NEWSPAPER IN AMERICA • • • •



CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OKLAHOMA

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ADA	News										
14,400	(e)	2,840	.025	.025	(D) (AP) (†) (J) (58)	W. D. Little	W. D. Little Byron Norrell	V. L. Hobson Rudy West (Su)	W. D. Little Helen Webb (cm)	J. Hugh Biles Nina Grindstaff (cl)	T. W. Brydie
	Sunday edition										
	(S)	2,840	.025	....							
ALTUS	Times-Democrat										
11,000	(e)	3,354	.03	.025	(I-D) (UP) (J) (122)	Altus Pub. Co.	Hutton Bellah	Mattye Wilson J. C. Rothwell (sp) Mattye Wilson (Su)	Hutton Bellah Harry Wimberly (bm) Jos. House (cm)	Buff Burtis Pauline Savage (cl)	Marvin Foster
	Sunday edition										
	(S)	3,354	.03	....							
ALVA	Review-Courier										
6,430	(e)	2,000	.025	.02	(R) (UP) (J) (58)	C. D. Willard	C. D. Willard	Cullen Johnson	C. D. Willard	C. D. Willard	C. D. Willard
ARDMORE	Ardmorite										
25,300	(e)	6,536x	.055	.03	(I-D) (AP) (83)	John F. Easley	John F. Easley M. E. McWilliams	Sam Blackburn Wm. Fisher (sp) M. E. McWilliams (Su)	Albert Riesen Geo. L. Jones (cm)	R. C. Hornor E. P. Riesen (n) Lillian Paxton (cl)	M. M. Bramlette
	Sunday edition										
	(S)	6,563x	.055	....							
BARTLESVILLE	Enterprise										
20,000	(e)	4,600	.03	.025	(R) (AP) (†) (J) (162-49)	Bartlesville Pub. Co.	J. S. Leach		K. C. Vollmer (cm)	E. J. Bosley	B. L. Grubb Geo. B. Doran (j)
	Examiner										
	(m)	4,325	.03	.025	(I) (AP) (J) (58)	Examiner Co.	N. D. Welty	J. J. Speak Herb Phipps (sp) Carl Jenkins (Su)	N. D. Welty D. R. Welty (bm) W. R. Cooper (cm)	Donald R. Welty Eva McNabb (cl)	K. F. Kynela C. D. Campbell (j)
	Sunday edition										
	(S)	4,513	.03	....							
BLACKWELL	Tribune										
16,500	(m)	8,841	....	....							
	News										
	(e)	4,662	....	....							
	Combined daily										
	(me)	13,503	.08	.08	(D) (AP) (†) (83)	C. Robert Bellatti	C. Robert Bellatti E. E. Nichols	M. A. Wilson E. E. Nichols (Su)	C. Robert Bellatti	T. R. Tetirick	A. C. Fink
	Sunday edition										
	(S)	8,855	.08	....							
BRISTOW	Record										
12,000	(e)	2,219	.032	.032	(I) (AP) (J) (58)	Bristow Pub. Co.	L. M. Nichols T. M. Nichols	Bert Huddleston	T. M. Nichols Geo. Banister (cm)	Kenneth Irwin L. M. Nichols (n) H. H. Francis (cl)	Ed Walker
CHICKASHA	Express										
15,000	(e)	4,006	.025	.018	(D) (AP) (none)	George H. Evans	George H. Evans J. Edwin Poole	J. Edwin Poole	George H. Evans B. E. Parmalee (cm)	Geo. Dismukes Geo. H. Evans (n) Dale Nease (cl)	Chas. Rhode
CLAREMORE	Progress										
5,153	(e)	....	.018	....	(D) (156-2)	A. L. Kates	A. L. Kates				
	Sunday edition										
	(S)	.....	.018	....							
CLINTON	News										
8,100	(e)	2,442	.03	.025	(I) (UP) (mer) (J) (122)	W. K. Leatherock	J. N. McClure		W. K. Leatherock R. L. Davis (cm)	W. K. Leatherock	W. K. Leatherock
CUSHING	Citizen										
15,183	(e)	3,055	.025	....	(I) (UP) (†) (J) (58)	O. H. Lachenmeyer	Richard Blam S. R. Robertson	H. M. Lachenmeyer C. Rust (sp)	O. H. Lachenmeyer J. O. Brown (cm)	S. Hoover O. H. Lachenmeyer (n) W. D. Peyton (cl)	E. E. Meyer R. E. Miller (j)
DRUMRIGHT	Derrick										
8,161	(e)	3,240	.036	....	(I) (AP) (†) (J) (30)	Lou S. Allard	Lou S. Allard	Oroville Allard L. S. Allard, Jr. (sp)	Lou S. Allard Lou S. Allard, Jr. (cm)	Ed F. Little I. M. Allard (cl)	Ed F. Little
DUNCAN	Banner										
10,000	(e)	1,930	.025	.021	(I-D) (UP) (J) (122)	Duncan Pub. Co. Inc.	B. L. Abernethy	George R. Kunkle	B. L. Abernethy Leslie O. Bour (cm)	John O. Hopper Jean Abernethy (n)	O. L. West
	Sunday edition										
	(S)	1,930	.025	....							
DURANT	Democrat										
8,795	(e)	3,044	.025	.025	(D) (UP) (J) (58)	Archibald & Story	R. F. Story	Wesley Dickey	G. W. Archibald Bennett Story (cm)	Allen Hill G. W. Archibald (n)	W. J. Hurst
EL RENO	Democrat										
10,312	(e)	2,915	.025	.025	(D) (UP) (J) (156)	Maher Bros.	T. W. Maher	M. Nave	Ray Maher	Ray Maher (n)	John Owens Ted Page (j)
ENID	News										
32,000	(m)	9,497	....	....							
	Eagle										
	(e)	5,502	....	....	(R) (AP,UP) (†) (162-49)	Enid Pub. Co.	M. C. Garber Thos. F. Campbell	Thos. F. Campbell Walter Steele (sp) T. F. Campbell (Su)	Wm. M. Taylor C. A. Killam (cm)	E. E. Freeman M. T. Sexsmith (n) M. Lowe (cl)	W. A. Nutt
	Combined daily										
	(me)	14,999	.08	.05							
	Sunday edition										
	(S)	11,864	.08	....							
	Times										
	(m)	2,100	.03	.03	(I) (J) (116-4)	Times Pub. Co.	E. Fell (me)	C. Roache	Monty Fell	E. Fell	
	Sunday edition										
	(S)	2,250	.03	....							
FREDERICK	Leader										
5,500	(me)	2,607	.032	....	(D) (UP) (J) (156)	J. L. Newland	L. L. Newland				
GUTHRIE	Leader										
17,636	(e)	7,243	.05	....	(I) (AP,UP) (mer) (†) (58)	Fields & McIntyre	R. Fields		E. McIntyre (bm) E. Capps (cm)	C. E. Gillespie (n)	
	Sunday edition										
	(S)	7,243	.05	....							
HENRYETTA	Free Lance										
12,000	(e)	.....	.029	....	(AP) (none)	George Riley Hall	Geo. Riley Hall				
	Sunday edition										
	(S)	.....	.029	....							
HOBERT	Democrat-Chief										
6,500	(e)	2,900	.029	....	(D) (UP) (J) (none)	Everett W. Pate	Everett W. Pate Herbert J. Pate	Neal H. Pate	Everett W. Pate Robert Patton (cm)	M. A. Root H. A. Crigger (cl)	J. I. Copeland
HOLDENVILLE	News										
8,000	(e)	1,650	.025	....	(I-D) (UP) (J) (122)	Tom R. Phillips	Tom R. Phillips Woodson Cross	Woodson Cross	Tom R. Phillips Wm. J. Tucker, Jr. (cm)	Wm. J. Tucker, Jr.	Wm. E. Raine O. T. Leister (j)
	Sunday edition										
	(S)	1,650	.025	....							
HUGO	News										
7,700	(e)	1,960	.025	....	(D) (UP) (†) (J) (49-162)	W. E. Schooler					
	Sunday edition										
	(S)	1,960	.025	....							
LAWTON	Constitution										
9,760	(e)	3,528	.03	....	(D) (UP) (J) (58)	Constitution Co. Inc.	Ned Shepler	Julian Evans Leslie Tunney (sp) Julian Evans (Su)	Fred Shepler W. Mac Patton (cm)	W. R. Rice	J. L. Ferguson
	Sunday edition										
	(S)	3,528	.035	....							
McALESTER	News-Capital										
16,980	(e)	3,956	.03	....	(I-D) (AP) (J) (58)	Fred G. Cowles	Leon Calonkey		Fred G. Cowles J. L. Howe (cm)	Sherman M. Goss Fred G. Cowles (n)	
	Sunday edition										
	(S)	3,963	.03	....							
MIAMI	News-Record										
11,033	(e)	7,005	.04	.04	(I) (AP) (J) (161)	News-Record Pub. Co.	C. M. Bartlett (me)		C. M. Bartlett	E. C. Cartledge C. M. Bartlett (n)	
	Sunday edition										
	(S)	7,063	.04	....							
MUSKOGEE	Phoenix										
33,200	(m)	11,978	....	....							
	Times-Democrat										
	(e)	9,404	....	....	(I) (AP,UP,INS) (E) (17)	Oklahoma Press Pub. Co.	Joel H. Bixby H. B. Crozier		Joel H. Bixby P. J. Schaefer (cm)	C. H. Bryson	Don M. Orr
	Combined daily										
	(me)	21,382	.10	....							
	Sunday edition										
	(S)	13,054	.10	....							
NEWKIRK	Reporter										
3,000	(e)	691	.011	.011	(I) (J) (none)	Hamlin Bros.	D. M. Hamlin Jas. E. Hamlin	D. M. Hamlin Jas. E. Hamlin (sp)	Jas. E. Hamlin	D. M. Hamlin	J. E. Hamlin (j)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OKLAHOMA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
NORMAN 10,500	Transcript (e) 3,167 Sunday edition (S) 3,167	.03 .03	.036	(I) (UP) (J) (122)	Transcript-Enterprise Pub.	Fred E. Tarman	William L. Lowry	R. H. Parham (bm) Alfred Sloan (cm)	T. E. Miller Hazel Falk (cl)	L. C. Okerberg H. Belknap (j-mgr)
NOWATA 5,000	Star (e) 2,250 Sunday edition (S) 2,250	.025 .025	.021	(D) (UP) (J) (156)	J. T. Norton	J. T. Norton	R. W. Holmes	J. T. Norton (bm) Miss V. Dodge (cm)	J. T. Norton (n)	A. T. Walters J. T. Norton (j)
OKEMAH 7,000	Leader (e) 3,100	.03	.03	(I) (UP) (†) (J) (58)	W. G. Strong	Henry C. Jones W. G. Strong	Mrs. W. G. Strong Katherine Wood (sp)	E. E. McIntyre (bm) L. Mayfield (cm)	E. D. Schnebly P. R. Ferguson (n) Mrs. R. Mayfield (cl)	Harry Washam R. Jones (j)
OKLAHOMA CITY 167,038	News (e) 54,243	.12	....	(I) (UP) (143)	Scripps-Howard	Carl C. Magee Ralph Roddy	Daniel Delaney James Hopkins (sp)	S. S. Wallace, Jr. (bm) R. H. McCoy (cm)	L. C. McAskell John D. Denison (n) E. H. Johnson (cl)	W. W. Weaver
	Oklahoman (m) 78,580 Times (e) 74,393 Combined daily (me) 152,973 Sunday edition (S) 92,723	.... .36 .30	.... .21 .14	(I-D) (AP) (mer) (†) (E) (83)	E. K. Gaylord	E. K. Gaylord Walter M. Harrison	Carl Held C. D. Laverty (e) Sidney J. Steen (sp) James Stapp (Su)	Edgar T. Bell (bm) M. W. Halmbacher (cm)	J. I. Meyerson Frank A. Lee (cl)	W. J. Phillips
OKMULGEE 25,000	Times (m) 8,093 Democrat (e) 3,003 Combined daily (me) 11,096 Sunday edition (S) 9,802	.... .07 .07	....	(I) (AP) (†) (83)	Times Pub. Co.	H. H. Horton Joe N. Croom	Elmer C. Croom (m) C. D. Laverty (e) Sidney J. Steen (sp) Joe N. Croom (Su)	H. H. Horton J. T. Horton (cm)	H. A. Sparling L. G. Wilson (n) Eddie Tucker (cl)	Emmett Kyle
PAWHUSKA 10,000	Journal-Capital (e) 3,159 Sunday edition (S) 3,159	.03 .03	.025	(I) (AP) (†) (J) (58)	Richard Elam	G. W. Gilchrist Mrs. Mabel Elam	G. W. Gilchrist R. Campbell (sp)	Rowland Blanc Ralph Brown (cm)	Rowland Blanc Jo McFadden (cl)	Joy Morten Dee Engleman (j)
PERRY 5,100	Journal (e) 1,380	.018	.018	(I) (AP) (J) (122)	Ira J. Williams	Ira J. Williams O. E. Priestley				A. A. Ballard (j)
PONCA CITY 17,025	News (e) 7,525 Sunday edition (S) 7,525	.045 .045	.032	(I) (AP) (J) (58)	Clyde E. Muchmore	Clyde E. Muchmore	M. R. Cracraft G. Rollins (sp)	J. E. Bemis (bm) C. C. Winner (cm)	H. T. Leonard W. H. Cunningham (n) Vera Hight (cl)	C. E. Henderson J. E. Brewer (j)
SAPULPA 17,500	Herald (e) 3,238	.025	.03	(I) (UP) (J) (none)	John W. Young	John W. Young	Richard Caldwell Mrs. Geo. Wills (sp)	John W. Young M. T. Hubbard (bm) J. H. Jones (cm)	M. T. Hubbard Chester Miller (cl)	John W. Archer
	Times (e) 2,280 Sunday edition (S) 2,280	.035 .035	.025	(R) (J) (162)	M. L. Matson (Trustee)	Larue Thomas	Robert Reed Lavern Finch (sp) Larue Thomas (Su)	Larue Thomas Leon Moody (cm)	Leon Moody M. Boimacomb (cl)	M. L. Thomas Leon Moody (j)
SEMINOLE 14,000	Producer (e) 4,821 Sunday edition (S) 4,821	.036 .036	.036	(I) (UP) (J) (122)	James T. Jackson	James T. Jackson	J. G. Bennett	S. A. Franklin (bm) O. J. McDowell (cm)	Lee W. Woods A. J. Wallace (n) M. Brown (cl)	W. R. Jackson L. S. Perryman (j)
SHAWNEE 30,250	Morning News (m) 10,785 Sunday edition (S) 11,015	.04 .04	.045	(I) (AP) (58)	H. G. Spaulding	H. G. Spaulding Harold Humphrey (night editor)	T. J. Steed Bryan Roberts (sp)	H. T. Nisbett R. T. Meeker (cm)	W. T. Tinsley Selmer Butler (n)	J. E. Smith
STILLWATER 7,500	Press (e) 2,550	.025	.02	(I-R) (UP) (J) (30)	Hinkel & Sons	Randle Perdue	Randle Perdue Otis Wile (sp)	John W. Hinkel Wm. S. Hinkel (cm)	William S. Hinkel John F. Hinkel (n)	Charles F. Hart J. W. Hinkel (j)
TULSA 170,500	Tribune (e) 53,337 Sunday edition (S) 55,807 World (m) 65,489 Sunday edition (S) 67,570	.14 .14 .14 .15	.095 .... .10 .11	(I-D) (AP,UP,INS) (mer) (†) (126) (I) (AP) (CP,US) (19-57-151)	Tulsa Tribune, Inc. Eugene Lorton	R. L. Jones Victor F. Barnett Eugene Lorton	Leslie Brooks A. G. O'Neill (sp) Fred Brooks (Su) Manton Marrs B. A. Bridgewater (sp)	Arba J. Irvin M. D. Nicholson (cm) F. O. Larson (bm) L. F. McFetridge (cm)	L. R. Malone H. W. Hussey (n) E. V. Willey (cl) R. A. Justus C. P. Flynn (n) M. E. Elder (cl)	A. D. Mac Diarmid
VINITA 5,010	Journal (e)	.018	....	(D) (AP) (3)	Leader Ptg. Co.	Willis F. Allen				
WEWOKA 11,000	Times-Democrat (e) 2,800 Sunday edition (S) 2,800	.025 .025	.025	(I-D) (AP) (J) (58)	Richard Elam	Richard Elam J. F. Childers	Thos. Crooks	Richard Elam H. Coughlan (bm) M. Morwell (cm)	Harry Coughlan N. Morwell (cm)	Grody White
WOODWARD 7,125	Press (e)	.035	....	(I) (†) (J) (none)	G. C. Lawrence					

OREGON

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBANY 8,000	Democrat-Herald (e) 4,190	.035	.035	(I) (UP) (mer) (†) (112)	Democrat-Herald Pub. Co. W. L. Jackson R. R. Cronise	T. D. Potwin W. L. Jackson (mc)	T. D. Potwin W. C. Eskin (sp) C. Alexander (Sat)	R. R. Cronise Ray King (cm)	F. S. Chambers R. R. Cronise (n) Mildred Johnson (cl)	Wm. Franklin
ASHLAND 6,000	Tidings (e) 2,103	.025	.025	(I) (UP) (†) (J) (112)	Ashland Ptg. Co.	G. M. Green	Regina Johnson	G. M. Green D. Hitchcock (cm)	G. M. Green	E. M. Anderson
ASTORIA 18,000	Astorian (m) 2,303x Sunday edition (e) 2,652x Budget (e) 2,652x	.03 .03 .03	.017 .03 .03	(R) (AP) (†) (J) (112) (I) (UP) (†) (J) (151)	J. S. Dellinger Budget Pub. Co	J. S. Dellinger M. R. Chessman	James Hay Cellars Fred Andrus	J. S. Dellinger M. Hubler (bm) H. W. Brooks (cm) Leo D. Drake (bm) J. Verschauren (cm)	M. Hubler L. K. Miller	Paul Kraetch J. L. Miller
BAKER 10,000	Democrat (m) 1,701 Sunday edition (S) 1,681 Herald (e) 1,734	.025 .025 .025	.025	(D) (AP) (112) (I) (AP) (†) (156-151)	Ernest L. Crockatt Herald Co. Inc.	Ernest L. Crockatt Bernard Mainwaring	Ernest L. Crockatt Klass V. Powell (sp) Bernard Mainwaring	Will H. Evans R. V. Nelson (cm)	Will H. Evans Manley M. Arant Zelda Whitaker (cm)	J. Smarthwaite Harold Wright L. P. Arant (n)
BEND 10,000	Bulletin (e) 2,870	.03	.03	(R) (UP) (†) (J) (110-57-151)	Bend Bulletin, Inc.	Robert W. Sawyer Henry N. Fowler	Phil F. Brogan Remey M. Cox (sp)	Robert W. Sawyer G. O. Curtis (cm)	F. H. Loggan (cl) Mary E. Conn (n)	Ralph Spencer
CORVALLIS 8,283	Gazette-Times (e) 1,960	.03	.018	(R) (AP) (J) (151)		C. E. Ingatts M. K. Myers (news)	M. K. Myers	C. A. Sprague (bm) Sam Walters (cm)	C. A. Sprague Neva Moore (cl)	H. M. Lehnert
EUGENE 18,000	Guard (e) 7,358x Register (m) 7,645x Sunday edition (S) 7,873x	.04 .04 .04	.03	(I) (AP,UP) (†) (112) (R) (AP) (110-149-151)	Alton F. Baker Register Pub. Co.	Alton F. Baker Wm. M. Tugman Frank Jenkins Paul R. Kelty	Lyle T. Keiling Horace Burnett A. A. Pangburn (sp)	Alton F. Baker G. S. Garner (cm) E. R. Gilstrap F. B. Baker (cm)	E. P. Byrne Sam Bronaugh (cl) E. R. Gilstrap Eugene S. Kelty (n) Alice Olsen (cl)	J. S. Wells Arthur Lutner
GRANTS PASS 6,000	Courier (e) 1,864	.025	.025	(I-R) (AP) (J) (112)	A. E. Voorhies	Wilford Allen, Jr. E. E. Voorhies	Ray Bassett	A. E. Voorhies	Noble Stanton	J. R. Higginbotham (j)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OREGON (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
KLAMATH FALLS. 15,000	Herald (e) 3,500	.03	.029	(I) (AP) (none)	Bruce Dennis	T. B. Malarkey	Helen Breidenstein	Bruce Dennis F. B. English (bm) J. A. LaDieu (cm)	Lynn Zimmerman Miss B. Leavitt (n)	Nate Otterbein
	News (m) 3,200	.03	....	(I) (UP) (110-151)	Bruce Dennis	Robert Galloway		F. B. English J. A. LaDieu (cm)	Lynn Zimmerman	Walter Stronack
	Sunday edition (S) 3,200	.03	....							
LA GRANDE. 10,500	Observer (e) 3,111	.03	.03	(I) (AP) (†) (112)	F. B. Appleby	F. B. Appleby	Nolan Skiff	F. B. Appleby H. F. Matthews (bm) C. S. Paddock (cm)	H. F. Matthews Lenore Gibson (cl)	M. Price
MARSHFIELD. 8,927	Coos Bay Times (e) 4,250	.03	.025	(I-D) (AP) (112)	E. J. Murray	E. J. Murray	C.V.Bernhard (news) Dee Poole (sp)	Anna Schmidt (cm)	Grace E. Conboy	Jay Reeves
	Southwest Oregon News (E) 4,137	.03	....		L. D. Gordon					
MEDFORD. 12,750	Mail-Tribune (m) 4,438	.035	.035	(I) (AP) (†) (J) (112)	Medford Ptg. Co.	Robt. W. Ruhl	E. C. Ferguson Art Perry (sp)	S. S. Smith Phil Lombary (cm)	Herbert Grey S. S. Smith (n)	A. F. Stennett Al. Hagen (j)
	Sunday edition (S) 4,438	....	....							
	News (m) 4,264	....	....	(I) (UP) (J) (110-149-151)	News Pub. Co.	L. B. Tuttle	Dan Bowerman	C. A. Swigart (bm) E. Bowerman (cm)	E. L. Scott	Steve Cady T. A. Leonard (j)
OREGON CITY. 6,800	Enterprise (m) 2,716	.03	.015	(E) (UP) (†) (J) (112)	Edward E. Brodie	Edward E. Brodie	Peter Laure J. B. Johnson (sp)	C. F. Bollinger A. Gabrielsen (cm)	W. E. Hummell B. O. Garrett (n)	G. J. Howell
	Sunday edition (S) 2,716	.03	....							
PENDLETON. 9,500	East Oregonian (e) 3,308	.03	.03	(I) (AP) (J) (132-151)	East Oregonian Pub. Co.	E. B. Alrich	Daniel P. Cheney F. E. Byers (sp)	F. W. Lampkin J. M. Dunning (cm)	Les E. Gibbs	Forrest L. Baker C. T. Larson (j)
PORTLAND. 350,000	Journal of Commerce (m) 2,367	....	....		Journal of Commerce	Ralph H. Mitchell				
	News (e) 49,002	.12	.09	(I) (UP) (mer) (†) (61)	News Pub. Co.	Fred L. Boalt Floyd R. Fessler	Tom E. Shea Billy Stepp (sp)	C. W. Myers H. W. Ely (cm)	John P. Fink Paul C. Wicker (n) E. W. Granger (cl)	Guy W. Hoyt
	Oregonian (m) 107,594	.21	.165	(E) (AP,CT) (mer) (†)		R. G. Callvert (me) H. E. Thomas (Exec. News-ed)	John L. Travis L. H. Gregory (sp) J. Owen (Su)	O. L. Price W. E. Hartmus (bm) E. P. Hopwood (cm)	W. J. Hofmann C. O. Chatterton (cl)	David Foulkes
	Sunday edition (S) 165,532	.27	.21	(E) (158)	Oregonian Pub. Co.					
	Oregon Journal (e) 103,746	.21	.17	(I-D) (INS, UP, US, CP)		B. F. Irvine D. J. Sterling	A. L. Crookham George Bertz (sp) Chas. T. Hope (Su)	P. L. Jackson R. R. Winch (bm) D. H. Smith (cm)	Gordon Brown W. F. Hessian (n) J. F. Gauld (cl)	
	Sunday edition (S) 130,661	.22	.18	(mer) (†) (E) (133)	P. L. Jackson					
	Telegram (e) 60,823	.14	.10	(E) (AP) (E) (96)	C. H. Brockhagen	C. H. Brockhagen Lester Adams	John W. Anderson K. L. Binns (sp)	Will Redhead F. L. Garrison (cm)	H. R. Malott J. F. Clemest (n) J. O. Emmons (cl)	M. H. Van Wart
ROSEBURG. 5,000	News-Review (e) 4,250	.035	....	(I) (AP) (J) (112)	B. W. & Bert G. Bates	B. W. Bates Bert G. Bates	Chas. V. Stanton L. Beisenstein (sp)	R. W. Bates M. M. Miller (bm)	R. R. Wood M. M. Miller (n) Lois Byrd (cl)	U. I. Hunnicutt
SALEM. 26,500	Capital Journal (e) 9,610	.05	.035	(I) (AP,UP) (112)	George Putnam	George Putnam Harry N. Crain	F. E. Zimmerman (sp)	George Putnam H. N. Yockey (bm) W. A. Scott (cm)	E. A. Brown Mary Arthurs (cl)	Geo. M. Smith
	Oregon Statesman (m) 7,100	.04	.03	(E) (AP) (J) (E) (151)	E. C. Brownlee & S. F. Sackett	Earl C. Brownlee	Ralph Curtis	S. F. Sackett A. C. Hixson (cm)	Ralph Kletzing Charles Nunn (cl)	Edmond Donnelly R. H. Marshall (j)
THE DALLES. 7,500	Chronicle (e) 2,134	.03	.03	(E) (UP) (J) (112)	Ben R. Litfin	K. L. Hicks Ben R. Litfin	George P. Couper	Ben R. Litfin R. D. Miles (cm)	H. P. Davey Mrs. M. Matthews (cl)	W. A. Salisbury

PENNSYLVANIA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALLENTOWN. 99,400	Call (m) 35,571x	.11	.11	(I) (AP,US,CP) (†) (J)			E. J. McGettigan			
	Sunday edition (S) 25,496x	.11	.11	(E) (150)	Call Pub. Co., Inc.	Percy B. Ruhe Col. C. J. Smith	J. McCarron (sp) John Y. Kohl (Su)	P. W. Leisenring Royal W. Weiler (cm)	Charles C. Curtis N. Bannerman (cl)	Harry Sherman J. V. F. Ziegler (j)
	Chronicle & News (e) 14,096x	.05	.05	(I) (AP,INS,UP) (133)	John W. Stickle	John W. Stickle	Eugene Quinn Dave Delong (sp)	John W. Stickle Paul Laros (bm) Edwin Fluck (cm)	A. H. Frederick Edwyn George (cl)	W. Reddinger
	Leader (e)	.02	....	(INS) (84-147)	Leader Pub. Co.	George W. Roth				
ALTOONA. 69,100	Mirror (e) 28,711x	.08	.045	(I) (UP) (J) (none)	Mirror Ptg. Co.	Harry L. Johnston	Elmer Ake H. Reifsnyder (sp)	D. N. Slep F. M. Hetrick (cm)	F. G. Pearce J. G. Slep (cl)	O. Nelson A. Spencer (j)
	Tribune (m) 12,673x	.06	.029	(E) (AP) (J) (E) (10)	Henry W. Shoemaker	Theodore Arter, Jr. T. C. Langdon	Robert D. Price J. F. Brantlinger (sp)	Theodore Arter, Jr. W. C. Gaenzle (bm) R. E. Dillon (cm)	P. H. Crawford H. B. Zabriskie (n) J. Denny Stevenson (cl)	J. H. Thompson A. B. Crane (j)
ASHLAND. 8,500	News (e) 2,730	.025	....	(E) (UP) (J) (87)	Kyler Pub. Co.	Nolan Kyler	Kathryn Stief Hubert Strunk (sp)	Nolan Kyler	Kenneth Keller	Kenneth Keller
BANGOR. 7,000	News (e) 1,426	.018	....	(I) (J) (3)	W. R. Grubb Estate	W. E. Grubb	W. E. Grubb	W. E. Grubb	W. E. Grubb	Vane Seibert
BEAVER. 4,600	Times (e) 5,641	.03	.02	(I-E) (UP) (19)	Daily Times Co., Inc.	E. L. Freeland	Geo. R. Hemphill W. Anderson (sp)	E. L. Freeland Edw. Breuhl (cm)	M. F. McBrier (n)	Robert P. Nullen
BEAVER FALLS. 16,500	News-Tribune (e) 8,202	.04	....	(I-E) (UP) (J) (19)	Tribune Ptg. Co.	James H. March		James H. March John S. McLean (cm)		
BERWICK. 15,226	Enterprise (e) 3,554	.03	....	(I) (UP) (68)	R. L. Harder R. E. Eyerly	R. L. Harder		R. E. Eyerly (bm) C. A. Laubach (cm)	R. E. Eyerly	
BETHLEHEM. 67,600	Globe-Times (e) 15,364	.07	.06	(I) (AP,INS) (†) (J) (E) (79)	Globe Pub. Co., Inc.	H. B. Farquhar		J. M. Litsch J. G. Williams (cm)	L. C. Atwood W. C. Wannemacher (m) L. C. Horn (cl)	George P. Moyer E. D. Rice (j)
BLOOMSBURG. 9,500	Press (m) 7,890	.045	.035	(I) (AP) (87)	Vanderslice & Eyerly	Paul R. Eyerly	Paul Trescott E. F. Schuyler (sp)	C. T. Vanderslice (bm)		
BRADDOCK. 26,000	News-Herald (e) 4,655	.035	....	(I-E) (INS) (J) (87)	News Pub. Co., Inc.	Clark W. Kelly (me)				
BRADFORD. 18,240	Era (m) 5,281	.035	.025	(E) (AP) (87)	Era Pub. Co.	D. W. Dean	Raymond Sill John Nelson (sp)	J. W. Milligan Romayne Hyland (cm)	William Eysinger C. G. Milligan (n)	
	Star & Record (e) 5,257	.014	....	(E) (INS) (none)	E. P. Habgood	E. P. Habgood				
BRISTOL. 13,000	Courier (e) 2,250	.025	.014	(E) (INS) (J) (68)	Bristol Ptg. Co.	S. D. Detlefson		S. D. Detlefson Eliz. F. Tolen (cm)	Maxwell J. Gordon Elma E. Haefner (cl)	Harvey F. Hart
BROWNSVILLE. 11,000	Telegraph (e) 9,215	.05	.04	(E) (AP) (J) (87)	A. E. Hickerson	A. E. Hickerson Elvin J. Tilton		Walter Catterall (bm) S. M. Burns (cm)	M. F. DeSheng	H. Brougher E. C. Nichols (j)
BUTLER. 26,000	Eagle (e) 12,589	.04	.028	(I-E) (UP) (none)	Eagle Ptg. Co., Inc.	John Laing Wise	J. H. Reed W. C. Faust (sp)	B. L. Wise Vernon L. Wise (bm) J. F. Pollock (cm)	Vernon L. Wise	Ed Donnel
CANONSBURG. 14,885	Notes (e) 2,977	.03	.0225	(I) (INS) (J) (68)	Notes Ptg. & Pub. Co., Inc.	D. H. Fee				
CARBONDALE. 21,000	Leader (e) 5,693	.035	.035	(E) (†) (J) (87)	J. L. Druck	J. L. Druck Geo. W. Smithing	Arthur Vallee Roy Lewis (sp)	Charles Grouvenor	Richard Speicher Maurice Dietrick (n)	Chas. Hauenstein LeRoy Blake (j)
CARLISLE. 13,100	Sentinel (e) 4,198	.03	.025	(D) (UP) (J) (87)	Sentinel Co.	Allan D. Thompson	Charles H. Kutz	J. Vance Thompson	Lester L. Day	M. R. Gearhart (j)

(*Continued on page 92*)

2 Great Markets!

in One Concentrated Area—Yet Each Definitely Divorced From the Other—That's Pittsburgh!

THE combined circulations of Pittsburgh's two evening and Sunday newspapers do not offer 100% coverage of the Pittsburgh market.

The Sun-Telegraph (evening and Sunday) covers 45% of it alone.

And covers it exclusively—the Sun-Telegraph is the ONLY evening and Sunday paper read by 840,000 people in America's fifth largest market.

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Sun-Telvania—the exclusive Sun-Telegraph market—offers an unusual selling opportunity. Here, in this market within a market, live 840,000 modern, youthful people, whose desires and buying ability are above the high Pittsburgh average—who choose the Pittsburgh Sun-Telegraph through preference as the ONLY evening and Sunday newspaper they want to read.

THE KEYSTONE MARKET OF THE KEYSTONE STATE

PITTSBURGH SUN-TELEGRAPH

National Advertising Representatives, PAUL BLOCK, Inc.

NEW YORK CHICAGO DETROIT BOSTON PHILADELPHIA SAN FRANCISCO

ONE OF THE TWENTY-EIGHT HEARST NEWSPAPERS READ BY MORE THAN TWENTY MILLION PEOPLE

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

PENNSYLVANIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CHAMBERSBURG 13,500	Franklin Repository (e) 2,558	.035	.02	(R) (INS) (J) (87)	Est. of A. Nevin Pomeroy	Shirley J. Zarger		Samuel S. Reckefus H. J. Vogel (cm)	A. L. Wingert	Paul Gilbert H. S. Rowe (j)
	Public Opinion (e) 4,919	.03	....	(I) (AP) (44)	Public Opinion Co	Ross K. Gilbert				
	Valley Spirt (e)	.018	....	(D) (J) (none)	Valley Spirt Pub. Co	William Alexander				
CHARLEROI 14,000	Mail (e) 2,671	.03	....	(R) (INS) (J) (87)	Mail Pub. Co	H. E. McCamic	Robert Wiper	H. E. Price	S. M. Robinson	T. C. Dillon
CHESTER 74,200	Times (e) 20,175	.07	.07	(R) (UP,INS) (J) (81)	Charles R. Long	Charles R. Long James A. Glenney	William J. King Joseph Trout (sp)	H. J. Turner (auditor) Harry W. Cullis (cm)	Milton P. Carroll W. P. Houchin	M. S. Montague Walter Brannen (j)
CLEARFIELD 10,708	Progress (e) 5,452	.035	.02	(I-R) (INS) (J) (87)	Progressive Pub. Co	G. A. Stewart	C. A. Shaw	J. H. Buchanan (cm)	R. S. Nightingale	A. M. Bruand R. L. Miller (j)
COATESVILLE 17,500	Record (e) 6,862	.03	....	(R) (AP) (68)	C. H. Heintzelman	C. H. Heintzelman	Fred B. Manship W. P. Wood (sp)		E. J. Long	John Haus
COLUMBIA 12,500	News (e) 3,798	.03	.021	(I-R) (UP) (J) (68)	W. E. Crist	W. E. Crist	R. H. Fulweiler Chas. P. Gable (sp)	W. E. Crist John W. Musser (cm)	S. S. Crist N. C. Crist (el)	B. F. Sweigert S. S. Klair (j)
CONNELSVILLE 16,105	Courier (e) 5,528x	.04	.025	(R) (UP) (87)	Courier Co	John L. Gans (me)	Walter S. Stimmel Jas. J. Driscoll (sp)	J. J. Driscoll J. Wylie Driscoll (cm)	J. Wylie Driscoll R. A. Donegan (n) C. R. Driscoll (el)	C. B. McCormick
	News (m) 2,187x	.025	....	(I) (AP) (116-4)	James L. Wick	James L. Wick	George Connell William Gladden (sp)	James L. Wick	Joseph Kelly	
CORRY 9,000	Journal (e) 2,912	.025	.025	(I-D) (UP) (J) (87)	Arthur Colegrove	Arthur Colegrove W. P. Lombard		Arthur Colegrove K. McMahon (bm)	K. McMahon	Thos. Burkhart
DANVILLE 8,500	News (m) 2,889	.025	.025	(I) (UP) (J) (87)	Angle & McCarty	Reed McCarty	Henry Lowry	F. P. Angle Perce Moyer (cm)		George Miller (j)
DONORA 18,445	Herald-American (e) 5,300	.035	....	(R) (AP) (J) (87)	Will H. Watson Grover W. Boyd	Grover W. Boyd	Phelps D. Sample E. J. McKay (sp)	Will H. Watson Kurt Hageman (cm)	Will H. Watson Grover W. Boyd (n) E. J. McKay (el)	Merle Tracy N. P. Feight (j)
DOYLESTOWN 4,800	Intelligencer (e) 5,500	.035	....	(R) (INS) (J) (68)	Intelligencer Co	Geo. S. Hotchkiss		Oscar O. Bean	Oscar O. Bean	Charles Selner (j)
DU BOIS 14,900	Courier (m) 5,342	....	....	(R) (UP) (J) (87)	Gray Ptg. Co	W. B. Ross (m) A. Hasbrook (e)	Frank Gillung (m) J. S. Gray (e)	L. F. Mohney	L. F. Mohney Rosanna Gray (el)	Arthur Whitehill (j)
	Express (e) 2,637	....	....	(D) (UP) (J) (87)						
	Total daily (me) 7,979	.05	....							
EASTON 38,400	Express (e) 34,757	.10	.09	(I) (UP,AP,INS) (mer) (†) (85)	Easton Ptg. Co	J. H. McGrath	J. H. Merrill Charles Reilly (sp)	J. L. Stackhouse Paul McPeek (cm)	A. M. Umholz J. E. Keller (n) R. W. Stevenson (el)	
E STROUDSBURG 6,545	Sun (m) 3,011	.025	.02	(R) (AP) (J) (87)	Sun Pub. Co	James H. Eagle	Charles A. Keiper C. Kascharak (sp)	George B. Forster John Hicklin (cm)	Chester Mexiell	William Odom John Klinle (j)
ELLWOOD CITY 12,619	Ledger (e) 2,900	.03	.03	(I-R) (INS) (48)	Citizens P. & P. Co	W. F. Kegel	W. F. Kegel C. C. Cox (sp)	Will C. Kegel		
ERIE 131,620	Dispatch-Herald (e) 35,565	.09	.071	(R) (AP,CP) (mer) (†) (51)	Louis Benjamin	Burt Wurzmach Austin J. White	Edward Dalton Jack Kastner (sp)	Louis Benjamin C. I. Chamberlain (bm) N. Gingenbaugh (cm)	A. W. Stark G. E. Magee (n) H. Patton (el)	P. Loesch
	Sunday edition (S) 23,304	.09	.071							
	Times (e) 32,867	.09	....	(I-R) (UP,INS) (83)	John J. Mead, Sr	John J. Mead, Jr	Charles W. Wells Jos. C. Martin (sp)	John J. Mead, Sr W. P. Dyer (cm)	R. D. Daley O. L. Van Dusen (n) W. Becker (el)	F. C. Johannesen
FRANKLIN 14,955	News-Herald (e)	.045	....	(R) (J) (UP) (156)	News-Herald Ptg. Co	Wm. P. F. Ferguson James B. Borland				
GETTYSBURG 6,000	Times (e) 5,184	.03	....	(I) (AP) (†) (J) (44)	Herbert L. Grimm	Herbert L. Grimm Paul L. Roy		Herbert L. Grimm Carl Baum (bm) Rhoda Breighner (cm)	Carl Baum Helen Rummel (el)	F. R. Smiley
GREENSBURG 24,589	Review (m) 5,454	....	....	(R) (AP) (J) (22-128)	Tribune-Review Pub. Co	E. Arthur Sweeny	Samuel George (m) G. Pennington (sp-m) E. H. Derby (e) R. A. Hunter (sp-e)	Robert B. Herbert W. Klingensmith (cm)	J. Floyd Kuhns William S. Moore (el)	Frank E. Seifert George E. Berry (j)
	Tribune (e) 6,236	....	....	(R) (UP) (J) (22-128)						
	Total Daily (me) 11,690	.05	....							
GREENVILLE 10,531	Record-Argus (e) 4,409x	.035	....	(I-R) (AP) (87)	John R. Morrison	John L. Morrison	W. A. Blair		James W. P. Hart	
HANOVER 12,000	Record-Herald (e) 5,160	.035	....	(I) (INS) (J) (87)	Hanover Pub. Co	Warren F. Brooks	Edouard Grenier	Warren F. Brooks		
	Sun (e) 11,385	.045	.018	(I) (AP) (J) (79)	Sun Co.	C. H. Meredith H. B. Hostetter	T. Y. Cooper Edward Wallace (sp)	C. H. Meredith	J. Y. Yingling	J. H. Dillow
HARRISBURG 86,900	News (e) 55,856	....	....	(I-D) (UP,INS) (†) (E) (85)	Patriot Co	Dean Hoffman V. G. Berghaus (me-e) Carl Sprout (me-m)	L. C. Lightner (e) Norman Eberly (m) C. Williams (sp-e) W. Eberly (sp-m)	Rich. M. H. Wharton V. H. Brackenridge (bm)	Homer E. Moyer J. L. Fetherhoff (el)	Elliott B. Wharton
	Patriot (m) 19,944	....	....	(I-D) (AP,US,NTW) (85)						
	Total Daily (me) 75,800	.16	....							
	Telegraph (e) 47,642	.11	.105	(R) (AP,CP) (†) (J) (E) (150)	E. J. Stackpole, Pres	G. M. Steinmetz B. C. Welker	Ralph Schraedley W. G. Jones (sp)	A. R. Michener R. C. Gohl (cm)	N. S. Rounsley (n) Harry N. Stone (el)	Harry A. Fry William Naugle (j)
	Sunday Courier (S) 7,000	.06	....	(R) (INS) (J) (none)	Leon Lowengard					
HAZLETON 38,300	Plain Speaker (e) 10,803	....	....	(I) (AP) (68)	J. B. Derschuck Henry Walser			J. B. Derschuck Henry Walser		
	Standard-Sentinel (m) 10,532	....	....							
	Total Daily (me) 21,340	.07	....							
HOMESTEAD 25,000	Messenger (e) 5,049	.035	....	(I-R) (UP) (J) (48)	H. P. Wiggins, Sr	Bert F. Kline (me)	Charles Kramer John Sullivan (sp)	Harry Feath (cm)	Mrs. E. Owston (el)	Charles R. Myles (j)
HUNTINGDON 10,767	News (e) 4,438	.035	.035	(I-R) (INS) (J) (30)	Joseph F. Biddle	Joseph F. Biddle E. B. Shore	John H. Biddle R. Zimmerman (sp)	Joseph F. Biddle Ross Criswell (cm)	Joseph F. Biddle Doris Robinson (el)	Fred Fluke E. B. Shore (j)
INDIANA 7,043	Gazette (e) 7,500	.045	....	(R) (87)	Indiana P. & P. Co	R. H. Roy F. M. Smith				
JEANNETTE 18,900	News-Dispatch (e) 3,875	.035	.035	(R) (UP) (J) (87)	C. M. Bomberger	C. M. Bomberger Geo. H. Scruton	J. C. Loughead Edgar Henry (sp)	C. M. Bomberger Geo. H. Scruton (cm)	Henry McNally Wm. Snedden (el)	N. C. Griffith
JERSEY SHORE 7,500	Herald (e)	.025	....	(I) (J) (INS) (30)	Dr. L. M. Goodman	Joseph Sumner				
JOHNSTOWN 73,700	Democrat (m) 20,176	.06	.036	(D) (AP) (J) (133)	Democrat Co., Inc	W. W. Bailey, Jr	J. A. Blough G. O. Simon (sp)	F. J. Studeny (bm) Al F. Pfarr (cm)	W. R. Suppes H. H. Thomas (n) E. C. Sanderson (el)	F. F. Adams F. J. McMullen (j)
	Tribune (e) 32,311	.10	....	(R) (UP) (19)	Tribune Pub. Co	W. W. Krebs, Pres. J. Campbell Murphy	L. B. Ashcom Geo. S. Cooper (sp)	W. A. G. Lape (bm) J. D. Walker (cm)	J. Wilbur Werry	W. G. Barnes
KANE 8,500	Republican (e) 3,019	.025	....	(R) (J) (INS) (87)	Republican Co.	G. Scott Smith				
KITTANNING 8,500	Simpson's Leader-Times (e) 6,337x	.04	.022	(I) (UP) (79)	Simpson's Pub. Co	Roland B. Simpson	Roland B. Simpson Clair Berger (sp)	Roland B. Simpson Frank M. Shubert (bm)	Frank M. Shubert Lula B. Van Dyke (el)	M. B. Lasher

(*Continued on page 94*)

File for Reference *February 1, 1929*

Erie Daily Times

Established 1888

--the Same Owner and Publisher ever since

Eve. ex. Sun. **A. B. C. Member** **Line Rate 9c, Flat**

Erie, Pennsylvania

Advertising Linage Comparison

12 months of 1928 and of 1927

NATIONAL

The Erie Daily Times carried more national advertising during 1928 than during any other year in all its 41 successful years.

The Erie Times carried more national advertising, 6 days a week, during 1928, than the Dispatch-Herald carried, 7 days a week.

The Erie Times nationally gained 134,298 lines, week days, and the Dispatch-Herald gained 2,802 lines, week days, and *lost* 55,457 including Sundays.

LOCAL DISPLAY

The Erie Daily Times carried more local display advertising, week days, during 1928 than the Dispatch-Herald, week days.

The Erie Times locally lost 174,258 lines, week days, and the Dispatch-Herald lost 43,714 lines, week days, and lost 433,464 including Sundays.

SUMMARY

12 Months' Comparison 1927-1928

		Local	*National*	*Classified*	*Total*
TIMES (E)	1928	5,124,534	1,949,262	1,254,525	8,328,321
	1927	5,298,792	1,814,964	1,358,590	8,472,346
		Loss 174,258	Gain 134,298	Loss 104,065	Loss 144,025
Dispatch-Herald (E)	1928	5,064,312	1,244,977	1,049,931	7,359,220
	1927	5,108,026	1,242,175	1,079,673	7,429,874
		Loss 43,714	Gain 2,802	Loss 29,742	Loss 70,654
Dispatch-Herald (E & S)	1928	5,920,122	1,658,750	1,351,399	8,930,271
	1927	6,353,586	1,714,207	1,362,543	9,430,336
		Loss 433,464	Loss 55,457	Loss 11,144	Loss 500,065

De Lisser Bros. measurements in lines.

The rate policy of the Erie Daily Times has always been and is *absolutely inflexible.* The Times is the only English Erie newspaper to enforce its advertising rates without discrimination.

The Times is the only English Erie newspaper which has eliminated free premiums and all arrears in circulation.

The Erie Times is the only English daily ever financially successful in Erie, Pa.

Sustained Success is the reflection of value—the result of an *earned* prestige.

NATIONAL REPRESENTATIVES

E. KATZ SPECIAL ADVERTISING AGENCY

NEW YORK
58 West 40th St.
CHICAGO
307 No. Michigan Ave.

DETROIT
General Motors Bldg.
ATLANTA
Citizen & Southern Bk. Bldg.

KANSAS CITY
Waldheim Bldg.
SAN FRANCISCO
Monadnock Bldg.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

PENNSYLVANIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	 Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
LANCASTER 58,300	Intelligencer-Journal (m) 18,775 New Era (e) 34,202 Total Daily (me) 52,977 Sunday News (S) 16,264	.... .15 .10	....	(I-D) (AP,UP) (mer) (J) (14) (R) (AP,UP,INS) (mer) (†) (J) (14)	John F. Steinman James Hale Steinman	J. H. Steinman (m). A. E. McCollough (me-m) Elmer Curry (e) John Carter (me-e)	Marion Dietz (m) F. M. Martin (sp-m) Earl Weaverling (e). C. N. Netscher (sp-e) J. T. Barber (Su)	John F. Steinman H. C. Carpenter (bm) John H. Kuntz (cm)	I. Z. Buckwalter (adv. dir.) L. G. Shenk (local). E. H. Levan (n) C. McCollough (cl)	M. L. Detweiler John W. Rollman (j)
LANSDALE 8,085	North Penn Reporter (e) 4,552	.04	....	(I) (87)	Equitable Pub. Co	Geo. W. Knipe		Walter H. Sanborn	David Knipe C. F. Kriebel (cl)	Floyd Madies
LANSFORD 11,229	Record (e) 3,368	.02	.021	(I) (AP) (J) (87)	D. G. Watkins	V. J. Dougherty	Russell Thomas (sp)	Russell Thomas (cm)	F. W. Rutty	Wm. D. Watkins Wm. Gormley (j)
LATROBE 12,300	Bulletin (e) 5,406	.035	.03	(I-R) (UP) (J) (156)	Latrobe P. & P. Co	Thos. M. Whiteman	Robt. S. McConnell	H. J. Whiteman (bm)		H. B. Newcomer R. W. Stouffer (j)
LEBANON 27,723	News-Times (e) 10,768	.05	.04	(R) (AP) (J) (150)	News Pub. Co	Henry L. Wilder	J. Herbert Manbeck Lou Hoy (sp)	John K. R. Schropp Harvey Heffley (cm)	John K. R. Schropp	Tony Henry S. Donald Evans (j)
	Report (e) 4,638	.03	.025	(R) (INS) (J) (87)	William R. Mark	William R. Mark	Leroy Albert Ben S. Light (sp)	William R. Mark (bm) Samuel Wolfe (cm)	William L. Brunner Emily Louser (n)	Morris Fisher S. H. Melly (j)
LEHIGHTON 7,000	Leader (e) 2,240	.02	.02	(I) (INS) (J) (156)	Guy V. Morthimer	Guy V. Morthimer	Les G. Carpenter		Wm. W. Rothermel (n)	F. P. Heilman L. G. Carpenter (j)
LEWISTOWN 13,500	Sentinel (e) 6,859	.035	.035	(I) (INS) (J) (none)	Sentinel Co.	Meredith Meyers	Martin Stroup Richard Ruble (sp)	Walter Fosnot D. W. Notestine (cm)	B. F. Meyers Mrs. J. Shunkwiler (n) R. M. Souders (cl)	F. G. Geddes J. E. Thompson (j)
LOCK HAVEN 10,268	Express (e) 3,320	.025	....	(I) (AP) (J) (none)	Express Ptg. Co	F. D. O'Reilly				
McKEESPORT 50,400	News (e) 15,971x	.06	.05	(I-R) (UP) (87)	News Pub. Co	W. D. Mansfield	M. F. Bowers	W. D. Mansfield	W. Z. McGrew Thomas Whalen (cl)	B. W. Ellis
MAUCH CHUNK 8,000	Times-News (e) 4,045	.03	.03	(I) (UP) (J) (87)	James J. Boyle	James J. Boyle			James J. Boyle	C. J. Sanders Wm. Conway (j)
MAHANOY CITY 16,971	Record-American (e) 6,229	.04	....	(R) (UP) (J) (87)	American-Tribune Pub	I. H. Kirchner				
MEADVILLE 16,200	Tribune-Republican (m) 5,925x Republican (e) 2,174x Total daily (me) 8,197x	.... .04	....	(R) (UP) (J) (79)	Tribune Pub. Co	W. I. Bates				
MECHANICSBURG 5,000	Local News (e) 1,200	.029	.029	(R) (†) (J) (none)	J. A. Bushman	J. A. Bushman	H. S. Loyd	J. A. Bushman	F. I. Bentz	John Shearer
MIDDLETOWN 6,500	Journal (e) 1,417	.01	....	(R) (J) (none)	H. B. Fox	H. B. Fox	C. R. Baumans	H. B. Fox E. Campbell (cm)	H. B. Fox	J. Henry Fox (j)
MILTON 9,330	Standard (e) 4,102	.03	....	(I) (J) (87)	Standard Ptg. Co	Penn G. Hastings				
MONESSEN 25,451	Independent (e) 2,835	.017	....	(R) (UP) (J) (none)	H. R. Pore	H. R. Pore	Frank G. Lane	Lee J. Roberts (cm)		C. C. Diehl Sid C. Wilson (j)
MONONGAHELA 12,263	Republican (e) 2,420	.025	....	(I) (INS) (J) (87)	Monongahela Pub. Co	Floyd France	Emory Rittenhouse	Harry Zimmer L. C. Healey (cm)	L. C. Healey Mary Hoffman (cl)	James Kennan Harry Zimmer (j)
MOUNT CARMEL 19,216	Item (e) 4,783	.035	.035	(I) (UP) (†) (J) (87)	Mt. Carmel Item, Inc	Wm. Penn Kemble	John H. Latshaw	Wm. Penn Kemble John Foley (cm)	Stephen A. Milo Lydia Kemble (cl)	Ray J. Howells H. L. Anthony (j)
	News (e) 4,488	.03	.03	(D) (INS) (J) (30)	News Pub. Co., Inc	W. J. Kehoe	W. T. Weldon Robt. McSurdy (sp)	W. J. Kehoe R. Miller (cm)	W. J. Burke B. G. Parker (cl)	Jas. Dunleavy F. Wolfgang (j)
NEW CASTLE 52,500	News (e) 16,723x	.06	....	(R) (INS) (87)	News Co	Fred L. Rentz		Jacob F. Rentz		
NEW KENSINGTON 17,500	Dispatch (e) 4,858	.03	.025	(R) (UP) (J) (10)	Dispatch Pub. Co., Inc	M. P. Endean	Lester Lowman J. A. Smith, Jr. (sp)	Ed R. Peay R. J. Barron (cm)	John T. Endean E. R. Zetler (n) Mrs. F. Wolfe (cl)	F. F. Powell P. F. Schmidt (j)
NORRISTOWN 36,200	Register (e) 5,689	.035	.02	(R) (J) (87)	I. Powell Thomas	Walter J. Robinson J. R. Harper (asso. ed)	Harry Woodmaif (sp)	Jos. M. Crimmins (cm)	H. C. Harbison Mrs. R. T. Gates (cl)	John C. Templin John Hanna (j)
	Times-Herald (e) 14,190	.07	.04	(R) (INS) (J) (14)	Ralph Beaver Strasburger	W. A. Wilson	W. D. Cressman	John C. Dye (bm) Russell Stickler (cm)	Gordon H. Kite	L. Frank Mages
OIL CITY 25,000	Blizzard (e) 4,465	.03	.03	(I) (INS) (J) (87)	Blizzard Pub. Co	C. F. Halderman A. C. MacIntyre		C. F. Halderman (bm) C. C. Burns (cm)	Norman J. Payne	D. B. Curran M. J. Faherty (j)
	Derrick (m) 7,589x	.05	....	(R) (AP,US) (J) (81)	Derrick Pub. Co	Robert E. Egan				
PHILADELPHIA 2,064,200	Bulletin (e) 544,029	.65	.65	(I-R) (AP) (158)	William L. McLean	Fred Fuller Shedd William B. Craig	Charles D. Israel	Robert McLean Wm. Simpson (bm) R. L. McLean (cm)	William Simpson	Frank Smith
	Inquirer (m) 292,698 Sunday edition (S) 504,233	.50 .70	....	(R) (AP) (*S) (E) (145-169)		Charles H Heustis John T. Custis	R. C. Morehead S. O. Grauley (sp) H. B. Nason (Su)	Edw. I. Bacon John L. Young (cm)	Edw. I. Bacon J. W. LeGallez (n) F. C. Erbele (cl)	George O. Roe
	News (e) 159,360	.30	.25	(R) (UP,INS) (†) (E) (144)	MacFadden Newspaper Corp	T. Von Ziekursch	Jefferson Kean	Lee Ellmaker (bm) James Lee (cm)	John C. Marcher T. J. Young (n)	Wm. F. Seltzer
	News Bureau (e) 675	.20	....	(I) (none)	Est. of C. W. Barron	H. W. Bartlett		Wm. A. Dailey (bm)		Chas. A. Brill
	Public Ledger (m) 147,176 Evg. Public Ledger (e) 210,397 Total daily (me) 357,573 Sunday edition (S) 471,805	.45 .45 .65 .75	....	(I) (AP) (*S) (†) (E) (23-124-13)	John C. Martin	Sam Schwab (me-m) Harry Nason (me-e)	Joseph McGlynn (sp) Samuel Schwab (Su)	John C. Martin Chas. A. Tyler (bm). J. M. Annenberg (cm)	B. H. Gordon (n) F. L. Craft (cl)	J. C. Clapham
	Record (m) 112,205 Sunday edition (S) 100,059	.30 .30	....	(I-D) (AP,UP,NYW) (†) (150)	J. David Stern	M. F. Ferguson George G. Shore (me)	Albert A. Haugh Gordon Mackay (sp)	C. D. Baylass (cm)	Walter A. Young I. W. Williams (cl)	Elmer C. Pratt
	Sunday Item (S) 39,570	.13	....	(R) (INS) (none)	James J. Wray	James J. Wray	Nat Franks (sp) Carl Lorane (Su)	James J. Wray D. F. Sullivan (cm)	James J. Wray William Kerigan (cl)	William Lewis
	Sunday Transcript (S) 61,974	.125	.125	(I-R) (none)	Clement H. Congdon	Clement H. Congdon	Mark Mason	A. B. Clarke Sylvia Devers (cm)	Dorothy Dash Emma Jones (cl)	Wallace Long
	Tageblatt (m) 3,591	.08	....	(I-Lab) (†) (164a-54a)	Tageblatt Pub. Assn	E. Thomasen	Richard Shafter	Herman Lemke (bm). John Rhoadie (cm)	Robert H. Lemke John A. Pullman (n). Emma Barth (cl)	
PHILLIPSBURG 4,000	Journal (e)	.011	....	(I) (INS) (J) (none)	W. T. Bair	W. T. Bair				
PHOENIXVILLE 12,480	Republican (e) 4,617	.035	.022	(R) (AP) (J) (68)	Phoenixville Pub. Co	E. J. Breece	E. J. Breece	E. J. Breece S. H. Umstead (bm). James Quinn (cm)	C. E. Albert S. H. Umstead (n)	Harry Crothers William Ludlow (j)

(*Continued on page 96*)

IN 1928, The Press led both other Pittsburgh newspapers in twenty-nine out of thirty-two advertising classifications. It carried more advertising lineage than both other Pittsburgh newspapers combined—over fifty per cent more advertising lineage than the other evening and Sunday newspaper and three times as much as the morning newspaper.

More and more advertisers are coming to know Pittsburgh is a one newspaper town—if you use The Press.

The Pittsburgh Press

SCRIPPS-HOWARD NEWSPAPERS
MEMBERS AUDIT BUREAU OF CIRCULATIONS

NEW YORK . Telegram
CLEVELAND . . . Press
BALTIMORE . . . . Post
PITTSBURGH . . . Press
SAN FRANCISCO News
WASHINGTON . . News
CINCINNATI . . . Post
INDIANAPOLIS . Times
DENVER Rocky Mt. News
DENVER Evening News
TOLEDO . . . News-Bee
COLUMBUS . . . Citizen
COVINGTON Kentucky Post—Kentucky Edition of Cincinnati Post

NEWSPAPERS
AND MEMBERS OF THE UNITED PRESS

AKRON . . . Times-Press
BIRMINGHAM . . Post
MEMPHIS Press-Scimitar
HOUSTON . . . . . Press
YOUNGSTOWN Telegram
FORT WORTH . . . Press
OKLAHOMA CITY News
EVANSVILLE . . Press
KNOXVILLE News-Sentinel
EL PARO . . . . . Post
SAN DIEGO . . . . . Sun
TERRE HAUTE . . . Post
ALBUQUERQUE . . New Mexico State Tribune

SCRIPPS-HOWARD NEWSPAPERS National Advertising Departments, 250 Park Avenue New York City Chicago Philadelphia Detroit Cleveland
Los Angeles San Francisco Atlanta Seattle Portland

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

PENNSYLVANIA (Cont'd)

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
PITTSBURGH 673,800	Post-Gazette (m)	230,743	.40	....	(I-R) (AP,UP,NYT,LT,CT, CP,US) (†) (14)	Paul Block	Oliver J. Keller W. U. Christman	Ray Sprigle Regis Welch (sp)	Oliver J. Keller R. K. Hanson (bm) Ray Foudray (cm)	R. Kent Hanson M. C. Leiser (n) W. S. Campbell (cl)	Harry B. Adsit
	Press (e)	195,299	.40	.27	(I) (UP) (*S) (E) (143)	Press Pub. Co.	John Y. Chidester Chas. F. Gilmore	William A. White Ralph S. Davis (sp) V. C. Sweeney (Su)	Owen M. Phillips Walter L. Test (cm)	Frank T. Carroll C. A. Newborn (n) H. G. Barringer (cl)	Fred C. Hudson
	Sunday edition (S)	274,571	.45	.27							
	Sun-Telegraph (e)	169,330	.40	.26	(I) (INS,AP) (*S) (†) (E) (14)	H. M. Bitner	C. W. Danziger (asso. ed) R. Daniel, Jr. (ms)	J. A. Zehner Harry Keck (sp) S. Weinschenk (Su)	J. A. Grant (bm) H. H. Fris (cm)	H. E. McManus W. J. Eller (n) G. S. Foster (cl)	
	Sunday edition (S)	326,463	.50	.355							
PITTSTON 20,000	Gazette (e)	4,307	.035	....	(R) (J) (68)	William J. Peck	William J. Peck				
POTTSTOWN 20,000	News (m)	8,670	.04	....	(I) (68)	News Pub. Co.	J. Ernest Spare	R. C. Kelley Leonard Moser (sp)	W. L. Binder H. B. Hallman (cm)	John T. Wagner H. W. Feather (n)	C. H. Stetler
POTTSVILLE 25,700	Journal (e)	10,204	.04	....	(R) (UP) (J) (110-149)	H. I. Silliman	H. I. Silliman	David Yocum W. S. Farquhar (sp)	H. G. Rhoads Theodore Kriston (cm)	William H. Ent A. M. Gottschall (n) Marie H. Shovlin (cl)	William Smith R. C. Shearer (j)
	Morning Paper (m)	1,840x	....	....	(R) (AP) (J) (68)	J. H. Zerbey	J. H. Zerbey J. H. Zerbey, Jr.	H. C. Hoffman E. A. Zweibel, Jr. (sp)	E. L. Clifford J. H. Zerbey, Jr. (cm)	E. L. Clifford C. E. Alter (n)	C. B. Schum E. L. Clifford (j)
	Republican (e)	13,415x	....	....							
	Total daily (me)	15,255x	.07	....							
PUNXSUTAWNEY 12,029	Spirit (e)	4,400	.03	....	(R) (J) (INS) (none)	Spirit Pub. Co.	W. O. Smith				
READING 115,400	Eagle (e	38,873	.10	.08	(I) (AP) (J) (E) (166)	Eagle Co.	A. N. Burkholder	R. M. Zeller W. T. Reedy (sp) T. R. Hughes (Su)	Hawley Quier D. K. Hoch (cm)	W. E. Althouse Earl Scheirer (cl)	H. P. Yost B. B. Mortimer (j)
	Sunday edition (S)	30,415	.10	.08							
	Times (m)	36,069	.10	....	(I) (AP) (E) (83)	John H. Perry	Abe Hurwitz	H. C. Kohler W. D. Muschlitz (sp)	I. J. Hornstein W. B. Parsons (bm) Edmund Levan (cm)	C. S. Kline Geo. A. Riley (n) Hilton L. Epp (cl)	H. Y. Sterrett
RENOVO 5,877	Record (e)	1,200	.014	....	(I) (INS) (J) (d) (none)	John U. Shaffer	John U. Shaffer				
RIDGWAY 6,500	Record (e)	2,683	.025	.015	(I-R) (INS) (J) (87)	Ridgway Pub. Co.	A. T. Thompson, Jr.	A. T. Thompson, Jr.	A. T. Thompson, Jr. J. Schieler (cm)	W. B. Wagoner	M. G. Helms
ST. MARY'S 7,750	Press (e)	1,518	.02	.02	(I) (UP) (J) (87)	J. A. Dippold	H. T. O'Brien	H. T. O'Brien	J. A. Dippold Mrs. J. A. Dippold (cm)	J. A. Dippold	Paul Dippold Geo. Wegmer (j)
SAYRE 10,075	Times (e)	5,200	.035	....	(I) (UP) (87-109)	Sayre Ptg. Co.		R. C. Hascall	Frank H. Cook (bm)		
SCRANTON 144,700	Republican (m)	27,411x	.11	.05	(R) (AP) (E) (14)	L. A. Watres	J. E. Barrett Harold Myers	B. B. Powell Edward Kelly (sp)	L. B. Tyler Chas. T. Buck (cm)	Martin J. Weir	Frank Kilcullen
	Scrantonian (S)	38,536x	.10	....	(I) (INS-US) (68)	Scrantonian Pub. Co.	E. Tracy Sweet	Alex Thompson Chick Feldman (sp)	M. L. Goodman Morris Goodman (cm)	Richard Little H. S. Goodman (n)	James Ryan
	Sun (e)	15,244	.05	....	(I-R) (UP) (133)	W. J. Pattison	Mark K. Edgar	J. J. Schans W. H. East (sp)	W. H. Ward (cm)	T. J. Duffy	
	Times (e)	44,018x	.12	....	(D) (AP,INS) (93)	E. J. Lynett	E. J. Lynett J. D. Keator	A. J. O'Malley A. H. Gill (sp)	J. E. Bradley E. J. Cullen (cm)	James Flanagan	William Miller
SHAMOKIN 24,000	Dispatch (e)	4,899	.035	.029	(I) (INS) (44)	Leader Pub. Co.		H. O. Siglin Alex Sweigart (sp)	Clyde F. Ketner Harry A. Long (cm)	Thomas M. Cook	C. E. Simmendinger
	Herald (e)	1,820	.021	....	(I-R) (J) (48)	J. Irvin Steel	J. Irvin Steel				
	News (e)	5,111	.035	.03	(I) (UP) (J) (87)	J. F. Hoover	J. F. Hoover	Robert E. Malick John Glass (sp)	J. F. Hoover Robert Bird (cm)	Horace S. Hartman	Francis Savidge W. Buffington (j)
SHARON 30,000	Herald (e)	7,932	.036	.021		Herald Pub. Co.	Wm. B. Ramsey	R. S. Lyman (sp)	A. W. McDowell (bm) J. B. Furey (cm)	Paul H. Achre George Rose (cl)	J. S. Pharmer (j)
	News-Telegraph (e)	8,913	.035	.025	(I-R) UP) (J) (10)	News-Telegraph Co.	Joseph George W. L. Aiken	Richard Ungren Tommy Gibbons (sp)	C. B. Lartz George Manning (cm)	R. S. Arthur Florence Weaver (cl)	M. T. Alderman
SHENANDOAH 26,500	Herald (e)	6,520	.035	....	(R) (UP) (J) (87)	Herald Ptg. Co.	C. T. Straughn	Charles Earley James Smith (sp)	B. F. Parrott Mac Peck (cm)	C. T. Straughn	C. L. Fowler Geo. Hostetter
STROUDSBURG 5,955 (Including East Stroudsburg 12,500)	Press (m)	3,364	....	....	(I) (US) (J) (68) (D) (INS) (J) (68)	Monroe Pub. Co.	Colley S. Baker	Wm. P. Deering (m). A. F. Everitt (e) J. S. Singer (sp-m). R. W. Kloess (sp-e).	N. A. Frantz H. D. Shiffer (cm)	L. H. Cross I. C. Miller (cl)	N. O. Bender
	Record & Times-Democrat (e)	4,189	....	....							
	Total daily (me)	7,553	.045	....							
SUNBURY 17,900	Daily (e)	5,687	.035	.025	(I) (AP) (J) (89)	Lewis Dewart	Lewis Dewart	Samuel C. Price T. LaVerne Roberts (sp)	Lewis Dewart Roy H. Eisley (cm)	J. S. McCombs D. A. Arthur (n)	J. O. Lawrence
	Item (m)	6,821	.035	.021	(I-R) (UP) (J) (68)	C. S. Farra	H. H. Haddon	Francis Burrows Fred J. Byrod Jr. (sp)	C. S. Farra G. T. McCorkill (cm)	F. J. Byrod, Sr. B. A. Beck (n) Stella Chester (cl)	B. A. Beck I. A. Shumaker (j)
SUSQUEHANNA 4,500	Transcript (e)	1,212	.02	....	(I-R) (J) (156)	U. G. Baker	U. G. Baker		U. G. Baker	U. G. Baker	G. R. Horton
TAMAQUA 15,500	Courier (e)	4,563	.035	.035	(I-R) (UP) (J) (87)	J. M. Harris R. H. Harris	John M. Harris	William Kleckner R. Meredith (sp)	Robert H. Harris Allen N. Stewart (cm)	Edward M. Hirsh Miss Mary Wasson (cl)	W. Frank Miller
TAKENTUM 10,260	Valley News (e)	5,270	.035	.025	(I-R) (UP) (J) (87)	News Ptg. Co.	George D. Stuart Charles F. Howe	George D. Stuart C. B. Schwartz (sp)	Charles F. Howe Hilda Larson (cm)	George P. Schmitt Mrs. Laura Evans (cl)	Warren A. Hawthorne
TITUSVILLE 9,275	Herald (m)	4,940x	.035	....	(R) (AP) (J) (156)	E. T. Stevenson	E. T. Stevenson E. W. McNall	E. W. McNall L. F. Thayer (sp)	E. T. Stevenson L. McK. Whiting (cm)	E. T. Stevenson M. V. Wilson (n)	W. W. Kellogg A. Benson
TOWANDA 5,000	Review (m)	6,139	.04	.03	(R) (AP) (J) (68)	Towanda Ptg. Co.	H. M. Turner	S. N. Clarke	T. J. Finn Geo. B. Teller (cm)	T. J. Finn	E. A. Parsons H. F. Shaylor (j)
TYRONE 10,800	Herald (e)	2,847	.025	.025	(R) (UP) (J) (87)	Herald Ptg. Co., Inc.	B. C. Jones T. C. Smith				
UNIONTOWN 21,000	Genius (e)	8,974	....	....	(R) (AP,INS) (J) (none)	Fayette Pub. Co.	J. Fred Shean John J. Greene	J. S. Albright Edgar Kennedy (sp)	W. P. Harader C. D. Harader (bm) J. W. Coldren (cm).	C. D. Harader	R. M. Berry James A. Long (j)
	Herald (m)	10,232	....	....							
	Total daily (me)	19,206	.03	....							
	News-Standard (e)	6,486	.025	....	(D) (UP) (J) (48)	News Pub. Co., Inc.	John O'Donnell O'Neal Kennedy		Dan O. Little (bm) Thos. B. Hunt (cm).	C. J. Levin	D. P. Miller Frank O'Neal
VANDERGRIFT 12,500	News (e)	2,985	.03	.02	(I) (INS) (87)	Herbert D. Brauff	Joseph A. Breig (ms)	Kenneth Speer	Herbert D. Brauff C. F. Lindberg (bm). Mabel Doutt (cm)	C. F. Lindberg David Green (cl)	W. H. Thomas
WARREN 16,583	Times-Mirror (e)	13,069	.05	.036	(I) (AP) (87)	Times Pub. Co., Inc.	Paul Riston S. E. Walker	E. C. Lowrey Nick Geracimos (sp)	S. E. Walker Chas. Kircharts (cm)	J. Knoll	Eugene Conners

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

PENNSYLVANIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
WASHINGTON 30,608	Observer (m) 10,620 Reporter (e) 6,804 Total daily (me) 17,424	.... .06	....	(I-R) (AP) (J) (19) (I-R) (UP) (J) (19)	John L. Stewart	John L. Stewart Lem Day (me-m) M. H. Day (me-e)	L. R. Stewart (sp-e) J. C. Day (sp-m)	John L. Stewart H. L. Christman (bm) W. P. Wilson (cm)	Howard L. Christman	Frank B. Gaul
WAYNESBORO 11,545	Record-Herald (e) 3,669	.035	.03	(I-R) (UP) (J) (87)	Floyd Chalfant	Floyd Chalfant W. Harry Gordon	W. H. Shryock Wilbur H. Davis (sp)	Floyd Chalfant A. Stewart Etter (cm)	Gerald F. Blessing Mena D. Mentzner (cl)	C. A. Waynant
WEST CHESTER 13,000	Local News (e) 11,892	.05	....	(I) (UP) (79)	Local News Co.	E. L. McKinstry	E. L. McKinstry	L. H. Shields J. B. Taylor (cm)	C. E. Stoneback	W. A. Clark
WILLIAMSPORT 44,000	Gazette & Bulletin (m) 9,198 Sun (e) 20,133 Total daily (me) 29,331	.... .09	....	(R) (AP) (105) (I) (AP) (105)	George E. Graff	E. Schuyler (me-m) John E. Person (e) E. F. Wolf (me-e)	Mark Good (m) Paul Gilmore (sp-m) Howard Ade (e) R. J. Steinhilper (sp-e)	George E. Graff Ernest M. Case (bm) David G. Stark (cm)	Harry C. Hagan Ernest M. Case (n) Leo C. Barland (cl)	S. Gerstenlauer
WILKES-BARRE 91,900	News (e) 15,134	.035	....	(R) (INS) (110-149)	John A. Hourigan	John A. Hourigan	J. J. McSweeney Wm. B. Loftus (sp)		James F. McKeown	
	Record (m) 27,005 Sunday Independent (S) 18,506	.07 .06	.055 .04	(R) (AP) (133) (I) (UP) (68)	Record Co. Independent Co.	E. T. Giering J. Andrew Boyd John V. Heffernan	R. W. Johnson Joseph M. Walsh (sp) Thos. E. Heffernan	Guy W. Moore Joseph G. Upton (cm) Thos. F. Heffernan	Harry L. Campbell Geo. P. Heffernan	Frank Jacobs J. R. Rusnock
	Sunday Telegram (S)	.05	....	(I) (INS) (78)		David M. Rosser Remmel W. Labar	Will F. Maguire	Joe Collis Bernard Steiner (sp)	Willard Labar (em) Isidor Fuerst	L. Moran (n) S. R. Singley
	Times-Leader (e) 27,261	.07	....	(I) (AP) (150)	Leader Pub. Co.	Ernest G. Smith Joseph T. Murphy	Joseph T. Murphy F. X. Welch (sp)	Ernest G. Smith Hugh Jones (bm) Peter A. Golden (cm)	James A. Crawley Bessie Lenahan (n) E. T. Hickey (cl)	E. W. Prophet
YORK 49,900	Dispatch (e) 20,633	.06	....	(I-R) (AP) (J) (133)	Dispatch Pub. Co.	E. B. Williamson	James Shettel Myles Loucks (sp)	H. W. Young H. F. Eyster (bm) C. K. Blasser (cm)	R. M. Stagemyer H. F. Eyster (n) John Enders (cl)	D. P. Young S. C. Frey (j)
	Gazette & Daily (m) 20,143	.07	....	(I-D) (AP) (J) (79)	J. W. Gitt	J. W. Gitt T. B. Elsesser	J. W. Good A. C. Owens (sp)	J. W. Gitt F. E. Kain (cm)	Gilbert A. Delta J. H. Coffman (cl)	H. A. Morris Geo. E. Thomas (j)

RHODE ISLAND

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
NEWPORT 27,757	Herald (m) 4,085	.019	....	(3)	Herald Co.					
	News (e) 6,525	.03	.026	(I) (AP) (107)	T. T. Pitman Corp.	Edward A. Sherman Benj. F. Thurston	Fred M. Hammett	Edward A. Sherman F. I. Greene (bm) C. O. Gustafson (cm)		
PAWTUCKET 73,100	Times (e) 29,478	.08	.08	(R) (AP) (UP) (61)	Charles O. Black	Daniel J. Lawlor Jacob Mogolever	Joseph Costello Clarence Boston (sp)	Charles O. Black Stanley T. Black (Asst. Mgr.) Daniel E. Bryon (cm)	Myron S. Waldon Aden C. Rider (cl)	David O. Black
PROVIDENCE 286,300	Bulletin (e) 76,525	.20	.16	(I) (AP,UP) (*Su) (mer) (†) (E) (51-13)	Providence Journal Co.	Sevellon Brown (me) David Patten (me)	Delmar A. Milne (e) Jas. B. Stickley (m) John R. Hess (sp) Walter R. Bell (Su)	Allison Stone T. F. Farrelly (cm)	Arthur L. Poorman James A. Doherty (cl)	Frank F. Shaw
	Journal (m) 44,050 Combined daily (me) 120,575 Sunday edition (S) 79,972	.12 .27 .20	.10 .... .16							
	News (e) 28,151	.08	.08	(D) (AP) (mer) (†) (126)	Hope Pub. Co.	J. J. O'Flannagan (me)	Ralph Bailey Arthur Markey (sp)	R. I. Wakeman (bm) W. F. Kelley (cm)	W. P. Kennedy E. L. McCarthy (cl)	Charles Rothemick
	Tribune (e) 18,339 Sunday edition (S) 6,975	.09 .09	....	(I) (AP) (154-116-4)	Providence Tribune Co.	George W. Potter David J. Barry	Martin J. Flaherty Jos. D. McGlone (sp) David J. Barry (Su)	David J. Barry D. J. Dwyer, Jr. (cm)	Timothy F. Dwyer William L. Dwyer (cl)	Daniel J. Dwyer
WESTERLY 17,000	Sun (e) 5,833 Sunday edition (Se) 5,547	.04 .04	.04	(R) (AP) (J) (19)	Utter Co.	George B. Utter	Edgar P. Maxson Herbert P. Clark (sp)	George B. Utter	Wilfred B. Utter	Lewis Green
WEST WARWICK	Pawtucket Valley Times (e) 3,556	.03	....	(48)	Irving P. Hudson					
WOONSOCKET 53,900	Call (e) 15,255x	.05	.05	(I-R) (AP) (†) (61)	Samuel E. Hudson	Samuel E. Hudson Arthur H. Crowell	Paul L. Smith Wm. H. Burlingame (sp)	Samuel E. Hudson Charles W. Palmer (bm)	Charles W. Palmer Buell W. Hodgon (n) Nellie I. Staples (cl)	Frank E. Fairbanks
	La Tribune (e) 4,092	.025	.025	(INS) (J)	La Tribune Pub. Co.	Amedée Lacasse	Elie Boucher	Philippe Boucher J. B. A. Savard (bm) D. A. Darche (cm)	Wilfrid Boucher J. L. Savard	

SOUTH CAROLINA

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANDERSON 11,087	Independent-Tribune (m) 5,002 Sunday edition (S) 5,240	.035 .035	.035	(D) (AP,NYW) (†) (35)	Wilton E. Hall	Wilton E. Hall S. A. Hall	R. G. Miller T. F. Acker (Su)	Wilton E. Hall T. D. Hall, Jr. (cm)	J. J. Findley, Jr. B. Palmer (n)	Robt. Little
	Mail (e) 4,340x	.03	.025	(D) (AP) (19)	G. P. Browne	G. P. Browne	W. S. Bewley	G. P. Browne R. P. Browne (bm) A. G. Barton (cm)	G. Paul Browne R. P. Browne (n) Mrs. J. C. Rector (cl)	Paul Murphy
CHARLESTON 75,000	News & Courier (m) 10,878x Post (e) 15,692x Combined daily (me) 26,570x Sunday edition (S) 15,913x Evening & Sunday (es)	.... .10	.... .11	(I-D) (AP,NYW) (†) (20)	News & Courier Co. Post Pub. Co.	T. R. Waring (ed-e) W. W. Ball (ed-m) T. P. Lesesne (me-m)	G. A. Buchanan, Jr. (m) F. O. Emerson (e) H. F. Cauthers (sp-m) E. M. Collison (sp-e)	Julian Mitchell (Pres.) R. S. Manigault (Pres.) H. T. McGee (bm) V. L. T. Cooper (cm)	G. J. Jenkins R. E. Bradham (n)	H. M. Duke
COLUMBIA 50,600	Record (e) 15,072x Sunday edition (S) 14,323x	.06 .06	....	(D) (AP,INS) (†) (17-67)	R. Charlton Wright	R. Charlton Wright Wyatt A. Taylor	Wyatt A. Taylor John M. Banks (sp)	W. Allen Kindell (bm) W. T. Buck (cm)	J. O. Hull E. R. Russell (cl)	E. R. Britton
	State (m) 24,404x Sunday edition (S) 26,385x	.08 .08	....	(D) (AP) (†) (J) (20)	William E. Gonzales	William E. Gonzales McDavid Horton	S. L. Latimer, Jr. McDavid Horton (Su)	F. C. Withers J. L. Erwin (cm)	W. P. Etchison C. S. Henry (cl)	A. B. Watson C. C. Muller (j)
FLORENCE 17,000	News-Review (m) 5,450 Sunday edition (S) 5,450	.04 .04	.035	(D) (AP,UP) (J) (59)	J. B. Parnell & J. M. O'Dowd	M. C. Brunson	M. C. Brunson J. C. Lunan (sp) M. C. Brunson (Su)	J. M. O'Dowd F. B. Hopson (cm)	E. D. McKnight Edith Bowie (cl)	J. B. Parnell
GREENVILLE 64,500	News (m) 26,970 Piedmont (e) 11,492 Combined daily (me) 38,462 Sunday edition (S) 26,627	.... .11 .08	.... .07	(I-D) (AP) (19)	B. H. Peace	Roger C. Peace (m) Judson Chapman (e) E. N. Smith (me-m) A. T. McCain (me-e)	R. L. Carter (m) C. H. Garrison (e) Carter Latimer (sp-m) Carl Weimer (sp-e)	B. H. Peace Roger C. Peace (bm) A. F. Ballentine (cm)	Fred Heller Charles Peace (n) G. G. Leake (cl)	T. P. Cantwell

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

SOUTH CAROLINA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
GREENWOOD	Index-Journal									
11,000	(e) 4,317	.03	....	(D) (AP) (J) (19)	Index-Journal Co.	H. L. Watson	E. P. Widerman	J. S. Bailey (bm) D. P. Self (cm)	C. E. Godfrey G. W. Gardner (n) D. P. Self (cl)	W. A. Culbertson C. P. Seymour (j)
	Sunday edition									
	(S) 4,317	.03	....							
ROCK HILL	Herald									
15,000	(e) 2,878	.025	....	(D) (AP)	A. W. Huckle	A. W. Huckle				
SPARTANBURG	Herald									
	(m) 8,871	....	....							
	Journal									
	(e) 6,009	....	....							
	Combined daily									
	(me) 14,880	.07	....							
	Sunday edition									
	(S) 12,343	.07	....							
SUMTER	Item									
16,520	(e) 2,097	.025	.025	(D) (AP) (J) (59)	Osteen Pub. Co., Inc.	H. G. Osteen	Hubert D. Osteen	H. G. Osteen R. M. Dollard (cm)	R. W. Beaty	A. J. Andrews (j)
UNION	Times									
7,500	(e) 2,675	.021	.021	(I) (AP) (none)	Lewis M. Rice	Lewis M. Rice		W. L. Feaster (cm)	D. C. Nettles	A. W. Pittman

SOUTH DAKOTA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ABERDEEN	American									
15,036	(m) 7,846	....	....							
	News									
	(e) 4,659	....	....	(I-R) (AP) (131)	J. A. Mathews	H. C. Anderson W. C. Eyler	Plaine Rowley J. Smith (sp) E. C. Eyler (Su)	J. A. Mathews	W. E. Haynes B. A. Schultz (n) K. Sheridan (cl)	J. Cattenhusen E. Hanson (j)
	Combined daily									
	(me) 12,505	.06	.06							
	Sunday edition									
	(S) 11,329	.06	....							
DEADWOOD	Pioneer-Times									
2,432	(m) 1,465	.03	.03	(R) (AP) (J) (156)	Morford Bros.	Leland V. Morford	W. J. McFarland			
HURON	Huronite									
13,000	(e) 6,580	.04	.035	(R) (AP) (†) (J) (131-120a)	Huron Pub. Co.	Chas. H. J. Mitchell Robt. D. Lusk	Emil Frost Arthur Mitchell (sp)	Chas. H. J. Mitchell A. G. Feick (cm)	G. F. McCannon C. L. McKinley (cl)	W. J. Bachman
LEAD	Call									
8,529	(e) 1,242	.025	....	(R) (AP) (J) (30)	J. A. Stanley	J. A. Stanley		G. L. Beers (bm) W. Stanley (cm)	G. L. Beers	
MADISON	Leader									
5,000	(e) 1,893	.021	....	(R) (UP) (J) (none)	J. F. Stahl	J. F. Stahl		H. A. Stahl J. F. Stahl, Jr. (cm)	J. F. Stahl, Jr. (n)	
	Sentinel									
	(e)	.021	....	(R) (AP) (J) (none)	F. L. Mease			F. L. Mease		
MITCHELL	Republican									
10,300	(e) 13,094	.06	....	(I-R) (AP) (†) (J) (131)	Mitchell Pub. Co.	D. K. Hoopes	R. McCall J. Futrell (sp)	W. R. Ronald M. Paullin (cm)	R. E. Morrison A. Carlson (cl)	C. P. Hartwick
PIERRE	Capital Journal									
5,757	(e) 2,050	.025	.02	(I-R) (AP) (J) (156)	Hipple Ptg. Co.	J. E. Hipple R. B. Hipple	J. B. Hipple	R. B. Hipple	R. B. Hipple	Geo. Bunn (j) L. Gaugenmaier
	Dakotan									
	(e) 826	.018	....	(R) (UP) (†) (J) (30)	State Pub. Co.	T. B. Roberts, Jr.	C. M. Roberts	T. B. Roberts, Jr. G. M. Roberts (cm)	G. M. Roberts	T. B. Roberts, Jr.
RAPID CITY	Journal									
9,300	(e) 3,965	.04	....	(R) (AP) (†) (J) (131)	Journal Pub. Co.	W. E. Lusk Walter Travis	Gerald McQuire	E. F. Lusk E. L. Dickinson (cm)	E. H. Lighter Reeva Hanrahan (cl)	Joe Cauley George Perrin (j)
SIOUX FALLS	Argus-Leader									
33,603	(e) 32,464x	.10	.08	(R) (AP) (†) (131)	Argus-Leader Co.	Chas. M. Day T. L. Ramsey	Roger Brown James D. Ashley (sp) R. Dalton (Su)	B. C. Dow (bm) E. J. Kahler (bm)	D. T. Kieffer (local) E. J. Kahler (n) L. A. Amundson (cl)	D. Wood
	Sunday edition									
	(S) 31,250	.10	....							
WATERTOWN	Public Opinion									
10,300	(e) 5,930	.04	....	(R) (AP) (J) (131)	Public Opinion Pub. Co.	George B. Elliott	P. J. Albrook	T. J. Albrook F. Potticary (cm)	A. J. Albrook	A. R. English (j)
YANKTON	Press & Dakotan									
6,250	(e) 4,440	.04	.04	(R) (AP) (†) (none)	Yankton Ptg. Co., Inc.	F. H. Monfore	I. M. Reese H. T. Praed (sp)	W. C. Lusk H. W. Lusk (bm) C. H. Otis (cm)	F. W. Shaylor M. W. Lusk (n) F. E. Peters (cl)	Ole Gunderson

TENNESSEE

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CHATTANOOGA	News									
124,199	(e) 34,305	.10	.07	(I-D) (AP,UP) (†) (17-67)	Chattanooga News Co.	George F. Milton George H. Butler	J. C. Poe E. T. Bales (sp)	W. C. Johnson H. E. Johnson (cm)	F. J. Hits V. H. Fawkes (n) J. D. Rivers (cl)	L. P. Clarkson
	Times									
	(m) 36,343	.11	.085	(I-D) (AP,CP) (E) (20)	Times Ptg. Co.	L. G. Walker Adolph S. Ochs, 2nd.	T. A. Rogers William Cliff (sp) W. G. Foster (Su)	H. C. Adler W. S. Weitzell (bm) Clyde Burgess (cm)	Benjamin Sosland K. K. Flenniken (n) W. T. Corn (cl)	J. Harry Street
	Sunday edition									
	(S) 35,131	.11	....							
CLARKSVILLE	Leaf-Chronicle									
10,000	(e) 2,417	.025	.025	(I-D) (AP) (133)	M. Stratton Foster	Frank Goodlett Carl E. Page	Carl E. Page J. Stanley Gower (sp)	Frank Goodlett J. M. McDonnell (cm)	Mrs. A. M. Herndon (local) Frances Osborne (n)	Frank Buck Ray Ledbetter (j)
CLEVELAND	Banner									
7,500	(e)	.021	....	(I-D) (UP,INS) (3)	Will L. Rogers					
COLUMBIA	Herald									
8,500	(e) 2,463	....	....	(I-D) (INS) (J) (none)	Herald Co.	J. W. Finney	R. H. Wyatt	W. D. Hastings	H. D. Bailey	
DYERSBURG	State Gazette									
8,000	(e) New daily	.025	.025	(I) (AP,UP) (59)	State Gazette Pub. Co.	Russel M. D. Bruce John C. Rogers (me)	Russel M. D. Bruce (sp)	John C. Rogers T. H. Mills (cm)	J. Paul Bushart	H. A. Nelson
ELIZABETHTON	Star									
12,000	(e) 3,583	.032	.025	(I-D) (AP) (†) (156)	Frank H. Lovette	Frank H. Lovette H. Richm'd Campbell	R. G. Harris	Frank H. Lovette R. M. Nichols (cm)	W. I. Davis Frank H. Lovette (n) M. Brown (cl)	Liston Sams
GREENEVILLE	Democrat-Sun									
7,000	(e) 3,109	.032	....	(I) (AP) (J) (156)	E. O. Susong	Q. M. O'Keefe		W. H. O'Keefe (bm)	H. I. Smith	I. E. Smith W. A. Kennin (j)
JACKSON	Sun									
30,000	(e) 7,189	.03	.02	(D) (AP) (17)	Albert A. Stone	C. Harris Brown	Guy R. Windrom W. B. Farrow (sp)	Albert A. Stone A. B. Robinson (cm)	A. Lacy Price H. L. Connally (cl)	P. D. Kersh
	Sunday edition									
	(S) 7,462	.05	....							
JOHNSON CITY	Chronicle									
24,000	(m) 3,731x	....	....	(R)						
	Staff-News									
	(e) 4,688x	....	....	(D)	Appalachian Pub. Inc.					
	Combined daily									
	(me) 8,419x	.05	.055	(AP,UP,INS) (†) (59)	Guy L. Smith, (Pres.)	Carroll E. King (V.P.)	Fred W. Hess Wm. McDonald (sp) Leslie Hart (Su)	Guy L. Smith Paul B. Shambart (bm) J. N. Bailey (cm)	R. L. Howard V. E. White (n) Clyde L. Hodge (cl)	Irby Sheaff
	Sunday edition									
	(S) 7,670x	.05	....							
KINGSPORT	Times									
16,000	(e) 2,421x	.03	.035	(I) (AP) (J) (116-4)	Kingsport Pub. Co., Inc.	Howard Long	Tom Harris W. O. Smallwood (sp)	Thomas H. Pratt W. J. McAuliffe (bm) Gaines Adams (cm)	W. S. Waddell Thomas H. Pratt (n) W. J. McAuliffe (cl)	C. T. Hamlet
KNOXVILLE	Journal									
105,400	(m) 37,254x	.08	.07	(D) (AP,UP) (†) (17)	Journal Co.	R. H. Clagett (me)	D. Owens Frank Goodwin (sp) D. Owens (Su)	R. H. Clagett (V.-P.) R. Rex Wallace (Treas.) W. B. Burnett (cm)	G. W. Ritchie W. W. Ayres (n) G. W. Ritchie (cl)	F. Steelman (foreman)
	Sunday edition									
	(S) 30,398x	.08	....							
	News-Sentinel									
	(e) 39,316x	.10	....	(I) (UP,SHA) (mer) (143)	Scripps-Howard	Edward J. Meeman L. W. Miller	Zollie Howard Bob Wilson (sp) R. E. McCormick (Su)	M. G. Chambers (bm) A. C. Jarvis (cm)	W. M. Slater W. H. Linebaugh (n) W. R. Hoffman (cl)	G. Thompson (comp. rm)
	Sunday edition									
	(S) 38,856x	....	....							
MEMPHIS	Commercial Appeal									
240,000	(m) 107,902	....	....	(I-D) (AP,UP,US,CT) (*Su) (mer) (†) (E) (J) (17)	Col. Luke Lea	George Morris Thos. Fauntleroy (m) R. T. Amis (e)	Frank Ahlgreen (m) Joseph Levitt (e) Herb. Caldwell (sp-m) Robert Pigue (sp-e)	A. B. Bolin (bm) W. S. Dunscomb (cm)	Enoch Brown, Jr. Moss E. Penn (n) Walter Fontaine (cl)	Frank Gray
	Evening Appeal									
	(e) 68,484	....	....							
	Combined daily									
	(me) 176,386	.30	....							
	Sunday edition									
	(S) 141,406	.30	....							
	Press-Scimitar									
	(e) 93,312	.20	....	(I) (UP) (mer) (143)	Press Scimitar Co.	T. E. Sharp J. E. Mills, Jr.	J. P. Fletcher Naylor Stone (sp)	J. A. Keefe (bm) W. E. White (cm)	C. A. Moore W. O. Sturdivant (n) L. A. Carter (cl)	

(*Continued on page 100*)

STILL BREAKING RECORDS IN THE MEMPHIS MARKET

During 1928

THE APPEAL PAPERS

Published 22,004,276 agate lines of advertising, a lead of more than 12,000,000 lines over any other Memphis newspaper — or over 70% of all advertising carried in Memphis

And a Healthy, Growing Circulation Packed Full of Real Purchasing Power That Saturates the Rich Memphis Market

AVERAGE PAID CIRCULATION FOR THE FIRST AND LAST MONTH OF 1928

January	December
Sunday . . . 140,407	**Sunday . . . 143,592**
M. & E. . . . 172,766	**M. & E. . . . 181,775**

Advertisers who wish to make 1929 a prosperous year should use the first mediums in the first market of the rich Memphis area

MARKET DATA SERVICE MERCHANDISING TRADE JOURNAL

THE COMMERCIAL APPEAL

"THE SOUTH'S GREATEST NEWSPAPER"—AN INSTITUTION SINCE 1840

JOHN M. BRANHAM COMPANY, ***Representatives***

Chicago New York St. Louis San Francisco Kansas City Los Angeles Detroit Seattle Nashville Atlanta

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

TENNESSEE (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MORRISTOWN 10,000	Gazette & Mail (e)	....	....		John E. Helm, Jr. C. O. Helm					
MURFREESBORO 10,000	News Banner (e) 2,145	.03	.18	(D) (INS) (J) (59)	J. C. Beasley, Jr.	J. R. Williams J. C. Beasley, Jr.	E. L. Blackman (sp)	Mrs. Jack Fox (cm)	Edgar H. Cherry L. Smith (cl)	M. H. Hoffmaster T. O. Crockett (j)
NASHVILLE 139,600	Banner (e) 62,704 Sunday edition (S) 64,493 Tennessean (m) 51,956 Tennessean (e) 32,177 Combined daily (me) 84,133 Sunday edition (S) 61,316	.13 .13 .... .15 .13	.096 .... .096	(I) (UP,INS,AP,US,CT) (*Su) (†) (133-70) (D) (AP,UP,US) (*Su) (mer) (†) (J) (E) (17)	Maj. E. B. Stahlman Col. Luke Lea	Walter Cain M. B. Morton James I. Finney Jack Nye	Howard Eskridge Ralph McGill (sp) Evans Joseph (Su) Sam Carson (m) William Howland (e) Binkey Horn (sp-m) Wm. Rollow (sp-e) Sam Carson (Su)	Jas. G. Stahlman D. M. Bernard (Adv. Dir.) Horace Powell (cm) Col. Luke Lea Luke Lea, Jr. W. Seigenthaler (cm)	Martin Clark Kenneth Cayce (n) Maxey Hewitt (cl) M. Stratton Foster M. F. Foster (n) George Morgan (cl)	Robert Hallum William Smith James Prather (j)

TEXAS

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ABILENE 30,600	Reporter (e) 7,148 News (m) 9,234 Total Daily (me) 16,382 Sunday edition (S) 14,260	.... .08 .08	.... .07 .07	(D) (AP) (†) (155)	Bernard Hanks	Frank Grimes Max Bentley	W. H. Bedicheck Prez Anderson (sp) T. G. McCracken (Su)	Bernard Hanks G. McDaniel, Jr. (cm)	Manly Hanks C. L. Fowler (n) H. Trantham (cl)	John Leonard
AMARILLO 39,200	Globe (e) 9,854 News (m) 17,557 Total Daily (me) 27,411 Sunday edition (S) 25,533	.... .11 .11	....	(I-D) (AP,UP) (†) (155)	Gobe-News Pub. Co.	Gene A. Howe T. E. Johnson	Wesley Izzard Ray Parr (sp)	Wilbur C. Hawk Chas. Underwood (cm)	Norris Ewing Althea Jones (n)	Roy Cline
ATHENS 5,700	Review (e) 820	.021	.021	(I-D) (J) (none)	R. T. Craig A. M. Barnes	R. T. Craig	R. T. Craig	A. M. Barnes Myrtle Hable (cm)	A. M. Barnes Myrtle Hable (cl)	J. H. Lusk
AUSTIN 45,133	American (m) 13,553 Statesman (e) 8,916 Total Daily (me) 22,469 Sunday edition (S) 20,658	.... .10 .10	.... .071 .071	(D) (AP,UP,INS,US) (J) (22-128)	American Pub. Co.	Charles E. Marsh S. Raymond Brooks	Ray E. Lee Donald Legg (sp)	Martin Andersen L. N. Goldberg (bm) C. C. Moore (cm)	Walter Doney Geo. A. Rowley (n) Howard Froman (cl)	Ed H. Neill
BALLINGER 5,000	Ledger (e) 1,100	.014	....	(I) (INS) (J) (none)	Ballinger Ptg. Co.	T. P. Simpson		C. P. Shepherd	R. E. Truly C. P. Shepherd (n)	P. C. Straley R. E. Truly (j)
BAY CITY 4,317	Tribune (e)	.018	....	(D) (d) (30)	Tribune Ptg. Co.	Carey Smith				
BEAUMONT 56,300	Enterprise (m) 21,735 Journal (e) 13,882 Total Daily (me) 35,617 Sunday edition (S) 32,585 Sat-Sunday editions (Sat-S)	.... .12 .12 .13	....	(D) (AP,US) (J) (†) (10)	W. P. Hobby J. L. Mapes	Alfred Jones S. Etheredge (me-m) W. W. Ward (me-e)	R. W. Akers (m) Carroll Swan (e) G. V. Burke (sp-m) B. Scurlock (sp-e)	J. L. Mapes M. Hoffmeister (bm) E. C. Davis (cir. dir.)	O. S. Bruck, Adv. Dir. C. T. Sargent (n) W. C. Pruitt (cl)	Fred Chance George Giddings (j)
BONHAM 6,008	Favorite (e) 1,390	.018	....	(D) (UP) (J) (none)	Favorite Ptg. Co.	Ashley Evans				
BORGER 21,000	Herald (e) 4,960 Sunday edition (S) 4,960	.035 .035	....	(I) (AP) (J) (155)	Nunn-Warren Pub. Co.	H. E. Castlebury	Lucien Hampton	Neal D. Morris W. J. Harpole (cm)	Ted White	Dean Treadwell Stockton Henry (j)
BRECKENRIDGE 17,000	American (e) 3,500 Sunday edition (S) 3,750	.04 .04	.029 .029	(D) (AP,UP) (J) (155)	Newspaper Pub. Co.	A. Garland Adair	Wesley Hodges	Martin Andersen E. Hinrichs (bm) Roy Hocker (cm)	E. Hinrichs Elma Middleton (cl)	Lloyd Terry N. M. Saunders (j)
BRENHAM 6,500	Banner-Press (e) 1,021	.014	.014	(D) (UP) (J) (none)	Banner Pub. Co.	Ruby Robertson		T. C. Blake F. W. Proske (cm)		J. E. Byrd
BROWNWOOD 18,000	Bulletin (e) 4,100	.035	.025	(D) (AP) (J) (none)	H. F. Mayes	James C. White	D. K. Doyle Bruce M. Francis (sp)	H. F. Mayes A. D. Murphy (cm)	Leland Alton H. F. Mayes (n)	Matt Moore R. Bonser (j)
BROWNSVILLE 22,000	Herald (e) 5,403 Sunday edition (S) 5,403	.04 .04	....	(I-D) (AP) (†) (155)	J. M. Stein	Harry L. Sexton W. L. Pendergraft	W. L. Pendergraft Bishop Clements (sp)	J. M. Stein C. A. Reil (bm) H. E. Bulloch (cm)	C. A. Reil J. M. Stein (n)	D. A. Cooper
BRYAN 8,830	Eagle (e) 1,853	.018	....	(D) (AP) (J) (155)	Eagle Ptg. Co.	Mrs. Lee J. Rountree				
CHILDRESS 9,500	Index (e) 3,500 Sunday edition (S) 3,800	.03 .03	....	(I-D) (AP) (†) (J) (155)	Nunn-Warren-Story Co., Inc.	Fred A. Story	Paul Walter, Jr. R. A. Buckner (sp)	Fred A. Story (bm) Don Blair (cm)	Gerald Smith Don Blair (cl)	Leon Norris C. V. Williams (j)
CISCO 13,450	News (e) 3,000 Sunday edition (S) 3,000	.03 .03	....	(I-D) (UP) (J) (30)	A. B. O'Flaherty	A. B. O'Flaherty	B. A. Butler	A. B. O'Flaherty Doyle Locke (cm)	W. H. LaRoque	Raymond Gunn
CLEBURNE 19,230	Times-Review (m) .... Times-Review (e) .... Total Daily (me) .... Sunday edition (S)	.... .04 .04	....	(I) (AP) (J) (155)						
COMMERCE 3,842	Journal (e)	.018	....	(I-D) (J) (none)	Hart Bros.	Sterling Hart				
CORPUS CHRISTI 25,000	Caller (m) 4,475x Sunday edition (S) 5,039x Times (e) 4,263	.03 .03 .03	.03 .03 .03	(D) (AP,UP) (†) (10) (I) (AP,INS) (155)	New Caller Pub. Co. W. G. Kinsolving	A. P. Herndon W. G. Kinsolving Victor O. Cook	E. G. Fischer V. H. Herold (sp) R. G. Elliott Clark Aten (sp)	William Armor (cm) W. G. Kinsolving R. L. Laird (cm)	C. E. Smith, Jr. C. L. Wagner (cl) Conway C. Craig M. Gutherie (cl)	Geo. P. Blevins C. C. Daw
CORSICANA 23,000	Sun (e) 4,300	.035	.035	(D) (AP) (†) (155)	Sun-Light Pub. Co.	L. A. Wortham	Sidney Story Paul Moore (sp)	Lowry Martin R. P. McEntire (cm)	Boyce Martin Dave Levy (cl)	Chester Fields
CUERO 5,200	Record (e) 891 Sunday edition (S) 1,020	.014 .014	.014 .014	(I-D) (INS) (J) (none)	J. C. Howerton	J. P. Bridges J. C. Howerton	Harry Putnam Mrs. C. Gramann (Su)	J. C. Howerton Jack Howerton (bm) Mrs. O. Buchhorn (cm)	Jack W. Howerton Mrs. O. Buchhorn (cl)	H. L. Mueller

(Continued on page 102)

You Cover Nashville And Mid-Tennessee Completely With The Nashville Banner

An outstanding newspaper—supreme in its field—for more than 53 years the leader!

1928~Another Banner Year

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203 No. Wabash

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Atlanta
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In the national field the Banner led its opposition by

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FIRST~THE NASHVILLE BANNER

In Circulation~In Advertising~In Prestige

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

TEXAS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
DALLAS 217,800	Dispatch (e) 37,463	.10	....	(I) (UP) (22-128)	A. O. Anderson	L. W. Bailey Glenn Pricer	Ira O. Welborn Ben Hill (sp)	Chas. H. Newell A. T. Lawson (cm)	C. A. Wyatt Haskell Smith (cl)	E. L. Moore
	Journal (e) 40,088	.12	....	(I (UP) (20)		Tom Finty, Jr. (e). H. C. Withers (me-e)	W. W. Truax (e) Horace McCoy (sp-e)			
	News (m) 86,126 Sunday edition (S) 103,826 Total Daily (me) 126,214	.20 .25 .30	....	(I-D) (AP,UP) (mer) (†) (J) (E) (20)	A. H. Belo Corp.	Alonzo Wasson (m) J. E. King (me-m).	T. H. Barrett (m).. George White (sp-m) E. M. Dealey (Su)..	G. B. Dealey E. B. Doran (bm).. Jack Estes (cm)	Harry D. Guy Walter J. Scott (n)... Walter W. Dathe (cl).	Tom Rinehart Pope Armstrong (j)
	Times-Herald (e) 61,457 Sunday edition (S) 60,403	.15 .15	.09 .09	(I) (AP,INS,US) (†) (10)	Edwin J. Kiest	Tom C. Gooch Allen Merriam	E. K. Mead Jere Hayes (sp) Robert Hayes (Su)	Tom C. Gooch L. N. McCulloch (bm) Robt. Mickleberry (cm)	A. Swinsky, Adv. dir. J. W. Runyon (local) L. K. Reynolds (n). Walter Lehman (cl).	J. S. Bradfield
DENISON 22,000	Herald (e) 5,056 Sunday edition (S) 5,056	.035 .035	.03 .03	(D) (AP) (†) (155)	J. Lee Greer	H. E. Ellis	H. C. Shelby R. M. Gray (sp) Paul Leeper (Su)	J. Lee Greer W. J. Winkler (cm)	I. A. Heral J. L. Greer (n)... Girard French (cl).	W. T. Wingo
DENTON 10,000	Record-Chronicle (e) 2,542x	.025	.025	(D) (AP,UP) (155)	Record-Chronicle Co., Inc.	R. J. Edwards L. A. McDonald		R. J. Edwards L. R. McDonald (bm) C. A. Hogan (cm)	J. S. Fowler Lee R. McDonald (n). C. L. Fowler (cl)	E. E. Drake
EAGLE PASS 5,765	Guide (e) 1,100	.018	....	(D) (AP) (J) (3)	L. M. Huffman	O. M. Gibbs		L. M. Huffman		L. M. Huffman
EASTLAND 9,000	Telegram (e) 3,100 Sunday edition (S) 3,100	.03 .03	.025 .025	(D) (UP) (J) (155)	Walter Murray	Boyce House		E. S. Shelton (cm)	V. O. Hatcher	F. D. Hicks C. D. Knight (j)
EDINBURG 10,500	Valley Review (m) 4,283 Sunday edition (S) 4,283	.035 .035	.02 .02	(D) (AP) (†) (J) (155)	Review Ptg. Co.	M. McIlhenny		M. McIlhenny J. C. McWhorter (bm) C. E. Shortt (cm)	J. C. McWhorter	J. B. Smith
EL PASO 117,500	El Continental (Span.) (m) 12,497 Sunday edition (S) 12,497	.065 .065	....	(129a)	Morris J. Boretz	Salvador F. Urias	Adolph Deras Carlos Escudero (sp)	Morris J. Boretz H. Boretz (cm)	J. W. McDougall.. G. F. Nichols (n) W. R. Cass (cl)..	Pitil Eickaman
	Herald (e) 19,128 Times (m) 13,016 Total Daily (me) 32,144 Sunday edition (S) 19,424 Evg. & Sunday (es)	.... .12	....	(I) (AP,UP,US) (†) (E) (20)	Herald-News Co., Inc.	H. D. Slater				
	Post (e) 20,445	.07	....	(I) (UP) (†) (143)	Scripps-Howard	Wallace Perry Chester Chape	Thomas Mahoney Robt. Ingram (sp)	F. Westberg (bm) Gaylord Peer (cm)	John Freierson Ralph Wheeler (n)	
ENNIS 12,000	News (e) 1,250	.018	....	(I) (AP) (J) (d) (none)	United Pub. Co.	J. M. Weekley G. G. Dunkerley	Cora F. Winter J. M. Weekley (sp)	G. G. Dunkerley Emma Sims (cm)	G. G. Dunkerley Miss E. Sims (cl)	G. Maddox
FORT WORTH 170,000	Press (e) 31,873	.10	.06	(I) (UP) (143)	Ft. Worth Press Co.	John H. Sorrells Herbert D. Schuls	L. A. Wilke H. H. Boone (sp)	Ralph D. Henderson R. D. Overand (cm)	Carlton E. Morse Dick Farmer (n) James Mastin (cl)	Raymond Richardson
	Record-Telegram (m) 30,167 Star-Telegram (e) 111,093 Total Daily (me) 141,260 Sunday edition (S) 131,484 Morning & Sunday (ms) .... Evening & Sunday (es)	.... .29 .29 .39 .48	....	(I-D) (AP,INS,CP,NYT,CT) (mer) (†) (E) (none)	Amon G. Carter	James M. North, Jr. James R. Record	Harry Moses (m) Ned Record (sp-m) Alex Stedman (e) Flem Hall (sp-e)	Amon G. Carter B. N. Honea (bm) Harold Hough (cm)	A. L. Shuman E. J. Newton (n) Ray Lee (cl)	A. I. Lunberg
GAINESVILLE 10,000	Register (e) 2,250	.02	....	(D) (AP,UP) (155)	Register Ptg. Co.	J. M. Leonard J. T. Leonard	M. A. Smith	J. T. Leonard C. H. Leonard (bm)	C. H. Leonard	Cecil Tinsley
GALVESTON 50,600	News (m) 10,223x Tribune (e) 8,342x Total Daily (me) 18,565x Sunday edition (S) 13,379x Evening & Sunday (es)	.... .10 .... .11	.... .065	(I-D) (AP) (†) (20)	Louis C. Elbert	E. L. Wall (m) Joe Webb (e) Silas B. Ragsdale	J. H. Grizzard (m). D. Leveritt (sp-m). Geo. Seel (e) Vic Emanuel (sp-e). Robert Skinner (Su).	Louis C. Elbert A. C. Becker (bm). E. F. Kornmayer (cm)	W. R. Roberts J. C. Snider (cl)..	Charles Briggs
GILMER 5,000	Mirror (e) 600	.015	....	(D) (J) (none)	Tucker & Laschinger	George Tucker		R. H. Laschinger	R. H. Laschinger (n).	W. T. Wallace (j)
GONZALES 5,200	Inquirer (e) 550	.018	.011	(D) (J) (none)	Mrs. Henry Reese, Jr.	Mrs. Henry Reese, Jr. Henry Reese III			Henry Reese	
GREENVILLE 16,000	Banner (e) 7,022	.03	....	(D) (AP) (155)	Banner Pub. Co.	Fred E. Horton				
	Herald (m) 7,180 Sunday edition (S) 7,180	.03 .03	.03 .03	(D) (AP) (59)	Tom R. Poole	Tom R. Poole	J. B. Briscoe	Tom R. Poole & Gladys Poole (cm).	H. Ashburn & P. R. McMean H. Ashburn (n).... Gladys Poole (cm)..	Madison Wolfe
HARLINGEN 1,784	Star (e) new daily Sunday edition (S)	.03 .03	....							
HILLSBORO 10,000	Mirror (e) 1,798	.018	.018	(D) (AP) (J) (155)	Texas Novelty Adv. Co.	J. C. Butts	J. C. Butts	D. W. Campbell Harry Blount (cm).	D. W. Campbell	E. O. Hughes
HOUSTON 301,364	Chronicle (e) 85,511 Sunday edition (S) 97,296	.18 .20	.13 .13	(D) (AP,UP,INS,CP) (*S) (†) (E) (17)	Jesse H. Jones	C. R. Gillespie G. W. Cottingham	M. E. Walters C. Tipps (sp)	W. O. Huggins G. J. Palmer (bm) E. C. White (cm)	Steve Kelton, Asst. bm. R. W. McCarthy (n).. Jake Butler (cl)	W. B. Nall, Sr.
	Post-Dispatch (m) 67,029 Sunday edition (S) 71,046	.17 .17	....	(I-D) (AP,UP) (*S) (†) (E) (10)	R. S. Sterling	William F. Hobby	M. H. Jacobs Lloyd Gregory (sp).	Charles C. Maes A. E. Clarkson (bm) L. E. Brumlieu (cm)	A. M. Cohen O. M. Lowe (n) M. S. Schwartz (cl)..	C. G. Manuel
	Press (e) 45,049	.11	....	(I) (UP) (E) (143)	Scripps-Howard	M. E. Foster Webb C. Artz	Marshall McNeil Ralph Anderson (sp).	W. C. Mayborn (bm). C. R. Goodrich (cm)..	Jeff Barnette H. I. Cohen (n)... O. S. Stovall (cl)..	
JACKSONVILLE 7,000	Progress (e) 1,000	.018	....	(D) (AP,INS) (J) (none)	Daily Progress	J. E. McFarland B. F. Davis				
JEFFERSON 3,500	Journal (e) 2,100	.02	....	(D) (UP) (J) (155)	News-Messenger Pub. Co.	James R. Walker				
KAUFMAN 2,501	Herald (e)	.018	....							

(*Continued on page* 104)

Ballyhoo Time Finds Us In Excellent Voice

Comes now the bosky season when newspapers point with pride. The attainments of the year agone strut forth.

* * *

We would not flout the old tradition, for in many ways the buyer of advertising space derives useful guidance from the G. and G.—that pleasant category of facts called Growth and Gains.

For precious few papers was 1928 a year of unalloyed blessings, but on the whole we found it good.

As the new year begins our papers are better qualified to serve their patrons than ever before in history. Circulations of both The News and The Journal are steadily advancing to one new "high" after another—in The News' case the climb has been unchecked for some years.

The Ballyhoo

Weekday circulation of The Dallas News, which was 60,000 five years ago and averaged 86,000 for the last audit period, had passed 87,500 by the year's end.

Sunday circulation of The News had passed 104,000 by the year's end—a new all-time record.

The Journal's average for the last audit period was a little more than 40,000. By December 31 it was more than 45,000.

The News again led its field in national advertising by more than a half million lines.

The News and Journal, which classified advertisers buy together, led the field in this department by nearly a million lines.

The intangible assets of good will and reader-confidence are at a new high peak, although theirs is a lifelong record of excellence.

Popularity and reader-favor, thanks to great editorial pains, are on the up-and-up too, and advertisers have, on the whole, taken gratifying cognizance of the trend.

In The News and The Journal you have a combination well worth using.

The News is the ONLY paper that covers the Dallas market — the rich North and East Texas market, including of course the city itself—which represents your complete sales problem here.

The Journal concentrates in and around the city, with an appeal and a make-up wholly different from that of The News.

A big majority of national advertisers use The News. When they do so, the combination rate works to make The Journal the most economical of the "second" papers.

* * *

Use them both. One order, one handling. Thorough coverage, and maximum economy.

THE JOHN BUDD CO., Representatives

The Dallas Morning News

THE DALLAS JOURNAL

Members Audit Bureau of Circulations

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

TEXAS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
LAMPASAS	Leader									
2,038	(e) 410	.009	....	(D) (J) (none)	J. H. Abney & Sons	J. H. Abney				
LAREDO	Times									
31,000	(e) 5,285	.04	....	(D) (AP) (†) (155)	Times Pub. Co., Inc.	Chas. E. Green (me)	Buck Hood L. Fortassin (sp)	Gordon L. Smedley Mose Moreno (cm)	George T. Atkins Gordon L. Smedley (n) C. Garcia (cl)	Leon Moore
	Sunday edition									
	(S) 5,285	.04	....							
LONGVIEW	News									
8,000	(e) 3,200	.029	.018	(D) (UP) (J) (155)	Longview Pub. Co.	E. A. Parker	Dave Leavell	S. A. Parker H. Winsborough (bm) Pete H. Smith (cm)	S. A. Parker Birdie McKinley (cl)	J. E. Holland
LUBBOCK	Avalanche									
21,000	(m) 5,472	....	....							
	Journal									
	(e) 5,117	....	....	(I-D) (AP) (155)	Dorrance D. Roderick	Charles A. Guy	Jack W. Hawkins Allan Carney (sp) C. W. Ratcliff (Su)	D. D. Roderick T. R. Bowles (cm)	Joe E. Griffith L. H. Quinn (n) Kelton B. Clark (cl)	A. L. Borho
	Total Daily									
	(me) 10,589	.06	.057							
	Sunday edition									
	(S) 9,172	.06	.057							
LUFKIN	News									
7,317	(e)	.011	....	(I) (AP) (J) (d) (none)	Watford-Binion Ptg. Co.	G. E. Watford				
McALLEN	Press									
10,129	(e)	.018	....	(I) (INS) (J) (none)	C. C. McDaniel	C. C. McDaniel				
	Sunday edition									
	(S)	.018	....							
McKINNEY	Courier-Gazette									
9,348	(e) 1,525	.018	....	(D) (†) (J) (none)	Perkins & Wilson	Carl Gallagher (me)	Leonard Perkins	Tom W. Perkins W. B. Wilson (bm) J. M. Foster (cm)	Carl Gallagher G. Adams (n)	J. M. Foster Guy Roland (j)
MARLIN	Democrat									
4,310	(e)	.021	....	(D) (AP) (d) (none)	J. M. Kennedy	J. M. Kennedy				
MARSHALL	Messenger									
17,839	(e) 3,190	....	....							
	News									
	(m) 4,475	....	....	(D) (UP) (†) (J) (155)	News-Messenger Pub. Co.	Joe Herrin		H. Winsborough (bm) J. W. Ivy (cm)	G. W. Turner H. P. Winsborough (n)	W. L. Parker
	Total Daily									
	(me) 7,665	.045	.045							
	Sunday edition									
	(S) 4,475	.045	....							
MART	Herald									
3,105	(e) 475	.014	....	(I-D) (AP) (none)	J. L. Spencer	J. L. Spencer				
MEXIA	News									
10,000	(e) 5,167	.04	.03	(D) (UP) (†) (J) (116-4)	News Pub. Co.	B. H. Brelles	Geo. Larey (sp)	W. K. Boyd E. Watson, Jr. (cm)	C. L. Tatum Ernest Watson, Jr. (cl)	Horace McAnally George A. Lee (j)
	Sunday edition									
	(S) 5,167	.04	.03							
MIDLAND	Telegram									
6,000	(e) 1,735	.021	....	(I) (AP) (†) (J) (116-4)	C. C. Watson	C. C. Watson				
	Sunday edition									
	(S) 1,735	.021	....							
MINERAL WELLS	Index									
12,500	(e) 1,287	.03	.03	(I) (AP) (†) (J) (155)	Wm. Prescott Allen	Sam Miller		Wm. Prescott Allen	W. P. Cameron	W. C. Cox
MT. PLEASANT	Times									
6,149	(e)	.011	....	(D) (J) (4)	P. R. Masters	P. R. Masters				
NACOGDOCHES	Sentinel									
9,456	(e) 1,250	.018	....	(D) (AP) (none)	Giles M. Haltom	H. C. Fuller		Giles M. Haltom (bm)	Richard Haltom	
NAVASOTA	Examiner									
6,000	(e) 750	.014	....	(D) (INS) (none)		George T. Spears J. G. Whitten				
ORANGE	Leader									
10,000	(e) 2,700	.03	....	(D) (AP) (J) (22)	Orange Ptg. Co.	H. R. Horton E. Harold Smith	H. R. Horton	E. Harold Smith J. B. Quigley (cl)	H. V. Unger Miss Anne Grubbs (cl)	R. E. Whitmire
	Sunday edition									
	(S) 2,700	.03	....							
PALESTINE	Herald									
15,000	(e) 1,960	.03	....	(I) (AP) (J) (155)	W. M. & H. V. Hamilton	W. & H. Hamilton				
	Press									
	(m) 3,418	.03	.014	(I) (UP) (†) (116-4)	J. S. McBeath C. C. Woodson	Taylor Henry J. S. McBeath	Ernest Jones James Smith (sp)	J. S. McBeath C. C. Woodson (bm) Ira Cook (cm)	J. Matthew Dudley C. C. Woodson (n) Mrs. Annie Gibson (cl)	Fritz Brown
	Sunday edition									
	(S) 3,418	.03	.014							
PAMPA	News									
10,000	(e) 2,472	.025	....	(I-D) (AP) (J) (155)	D. M. Warren	Olin E. Hinkle	Harry E. Hoare	D. M. Warren P. R. Pond (bm) Nathan Jones (cm)	Philip R. Pond	Ralph Trimble
	Sunday edition									
	(S) 2,472	.03	....							
PARIS	Dinner Horn									
25,000	(e) Free 9,000	.042	.035	(I) (UP) (none)	Walter E. Boyd	Walter E. Boyd		Walter E. Boyd M. B. Antoine (cm)	M. Boyd Antoine	F. M. Ellis
	News									
	(m) 6,253	.04	.025	(D) (AP) (†) (155)	North Texas Pub. Co.	Charles K. Cates		G. S. Caldwell Reagan Hurt (bm) Lloyd Vineyard (cm)	H. R. Cox Reagan Hurt (n)	A. W. Neville
	Sunday edition									
	(S) 6,253	.04	.025							
PORT ARTHUR	News									
45,000	(e) 7,854	.05	....	(I-D) (AP) (22-128)	News Pub. Co.	James E. Day R. O. Zollinger	Ted Hutchinson Frank Bardon (sp)	James E. Day H. Nogle (cm)	J. R. Sadler Hugh Graham (cl)	Edw. Schuman
	Sunday edition									
	(S) 8,127	.05	....							
RANGER	Times									
10,000	(e) 3,203	.03	....	(D) (AP) (J) (155)	Walter Murray	Boyce House		Ernest Shelton (cm)	George Manning	F. D. Hicks C. D. Knight (j)
	Sunday edition									
	(S) 3,203	.03	....							
SAN ANGELO	Standard									
25,125	(e) 5,495	....	....							
	Times									
	(m) 6,112	....	....	(D) (AP,UP) (†) (155)	Houston Harte	Dean Chenoweth	John B. Brewer Blondy Cross (sp) Millard Cope (Su)	Houston Harte Herbert Taylor (bm) Minor Shutt (cm)	A. D. Scobey Herbert Taylor (n) Robert W. Jacobs (cl)	Ben F. Roster
	Total Daily									
	(me) 11,607	.06	.045							
	Sunday edition									
	(S) 10,495	.06	.045							
SAN ANTONIO	Express									
218,000	(m) 37,763	....	....							
	News									
	(e) 41,068	....	....	(I-D) (AP,CP) (mer) (†) (E) (20)	Express Pub. Co.	M. M. Harris A. W. Grant (me-m) A. W. Walliser (me-e)		Frank G. Huntress		
	Total Daily									
	(me) 78,831	.20	....							
	Sunday edition									
	(S) 62,880	.15	....							
	Light									
	(e) 38,704	.11	.09	(I) (AP,UP,INS) (mer) (†) (114-95-73)	W. M. McIntosh	W. M. McIntosh N. Dwight Allison	J. Nolan H. Scherwitz (sp) S. Woolford (Su)	W. M. McIntosh Ed Campbell (cm)	B. J. Horner Charles Treuter (cl)	
	Sunday edition									
	(S) 65,509	.15	.11							
	La Prensa (Spanish)									
	(m) 18,888	.07	....	(I) (US) (J) (98)	Ignacio E. Lozano	Ignacio F. Lozano Federico A. Hinojosa	Miguel Uranga Gregorio Reyes (sp) Guillermo Yeme (Su)	Ignacio E. Lozano Leonides Gonzales (bm) Henry Farias (cm)	Alexander Jouffray Ignacio Torres (cl)	D. R. Mathews L. Gonzales (j)
	Sunday edition									
	(S) 27,337	.09	....							
SAN BENITO	Light									
11,000	(e) 1,805	.025	.016	(I-D) (UP) (J) (none)	San Benito Pub. Co.	W. D. Holland H. W. Freeman		W. D. Holland	W. D. Holland (n)	W. C. Longmire W. D. Holland (j)

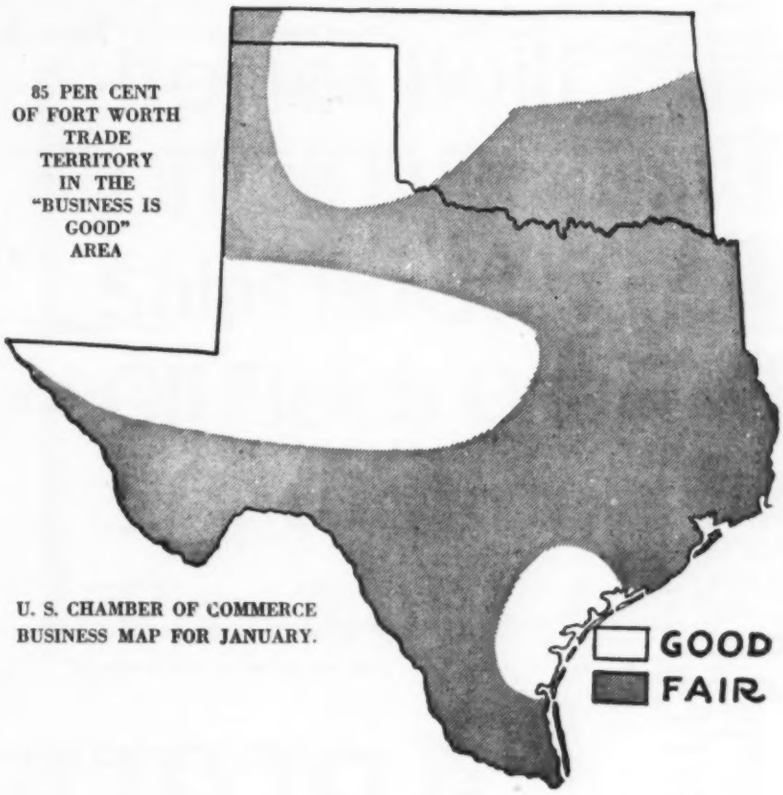
(*Continued on page 106*)

$695,250,000 NEW WEALTH CREATED IN FORT WORTH'S TRADING AREA DURING 1928

WEST TEXAS INCOME for 1928 WAS $695,250,000

Cotton and cottonseed	$275,000,000
Oil	165,000,000
Livestock	135,000,000
Poultry and eggs	40,000,000
Wheat	27,000,000
Corn and Grain Sorghums	25,000,000
Milk and Cream	12,000,000
Wool and Mohair	12,000,000
Pecans	4,250,000
Total 1928 Income	$695,250,000

85 PER CENT OF FORT WORTH TRADE TERRITORY IN THE "BUSINESS IS GOOD" AREA



U. S. CHAMBER OF COMMERCE BUSINESS MAP FOR JANUARY.

LIVESTOCK AGRICULTURE

OIL AND MANUFACTURING MAKE THIS A YEAR 'ROUND. BUSINESS IS ALWAYS GOOD IN WEST TEXAS. BETTER KNOWN AS

"PROSPERITY LAND"

THE Nation's Business, official publication of the United States Chamber of Commerce for January, finds business fair all over Texas and Oklahoma and good in the biggest part of Fort Worth's trade territory indicated by the white spaces in the map above. Fully 85 per cent of the area served by this city, and from which it draws its cotton, livestock and grain trade, is included in the "good business" section of the map, constituting one of the largest districts in the entire United States where business is called good as the new year starts. While the oil industry, totaling around $165,000,000 in this area for the past year, is undoubtedly to be credited with no small share in making business good in West Texas, yet the cotton and grain and livestock total of around $437,000,000 during 1928 certainly proves that West Texas is dependent on no one source of income as it starts the new year.

Fort Worth, situated at the gateway to West Texas, offers an ideal market for the manufacturer or distributor, due to its great network of railroads and paved highways in all directions.

The Star-Telegram and Record-Telegram, the Primary papers of this great territory have an intensive coverage, with more circulation than any other three or four publications combined in West Texas.

A Market Rich in Oil, Agriculture, Livestock and Manufacturing

FORT WORTH STAR-TELEGRAM

Fort Worth Record-Telegram

More Than 125,000 Daily and Sunday

LARGEST CIRCULATION IN TEXAS

AMON G. CARTER
President and Publisher

Charter Member
Audit Bureau of Circulations

A. L. SHUMAN
Vice-President and Adv. Dir.

OVER
125,000
Daily or Sunday

OVER
60,000
Delivered by Carrier

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

TEXAS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SHERMAN 21,000	Democrat (e) 5,223x Sunday edition (S)	.035 .035	.025 .025	(I-D) (AP) (mer) (†) (155)	Sherman Democrat, Inc.	J. Newell Johnston	E. J. Parker W. J. White (sp)	A. G. Mayse G. H. Wilcox (bm) H. A. Padon (cm)	E. M. Hampton Beatrice Baxter (n) Ollie Mae Ivey (cl)	H. A. Mabry
SULPHER SPRINGS 7,500	News-Telegram (e) 2,187 Sunday edition (S) 2,187	.02 .02	....	(I) (AP) (J) (156)	J. S. Bagwell Eric Bagwell	J. S. Bagwell		Eric Bagwell		
SWEETWATER 11,000	Reporter (e) 2,300 Sunday edition (S) 2,300	.025 .025	.025 .025	(D) (UP) (155)	Herschel M. Colbert	Herschel M. Colbert		Sidney C. Mason	John T. Thomson Harry E. Phelps (cl)	H. V. Dickinson
TAYLOR 8,000	Press (e) 3,421	.025	.018	(I) (AP,UP) (J) (156)	Press Co.	Geo. B. Peeler	E. S. Peeler	Geo. B. Peeler E. Dean (bm) M. Bugg (cm)	E. Dean B. Clark (cl)	Leon Wright Luke Darrel (j)
TEMPLE 12,000	Telegram (m) 8,931 Sunday edition (S) 9,340	.05 .05	.036 .036	(D) (AP) (J) (E) (155)	Telegram Pub. Co., Inc.	Chas. W. Ingram	Allen Baker D. M. Tooke (sp)	E. K. Williams Walter Brightwell (cm)	J. Lee Werst Harold Baker (cl)	Jules Soule (j)
TERRELL 9,400	Tribune (e) 3,471	.025	.025	(I) (UP) (none)	Tribune Pub. Co.	E. T. Horn Fred I. Massengill	H. Galbraith	Fred I. Massengill Geo. L. Gray (cm)	F. I. Massengill (n) E. E. Lowrie (cl)	Grady Ward
TEXARKANA 30,609	Gazette (m) 10,428 News (e) 1,354 Total Daily (me) 11,782 Sunday edition (S) 10,927	.... .07 .07	....	(I-D) (AP,UP) (155)	D. W. Stevick	D. W. Stevick Henry Humphrey	Virgil Beck George Douthit (sp)	D. W. Stevick (bm) J. A. McDermott (cm)	Roy Taylor	Charles Boyd
TIMPSON 1,526	Times (e)	.011	....	(D) (d) (3)	Timpson Ptg. Co.	T. J. Molloy S. Winfrey				
TYLER 20,000	Courier-Times (e) 2,701 Sunday edition (S) 2,701	.029 .029	....	(D) (AP,INS) (J) (none)	T. B. Butler Estate Mrs. D. J. Hanks	T. B. Butler	M. T. Lemons	Mrs. D. J. Hanks Roy C. Owens (cm)	C. L. Estes (local) Mrs. D. J. Hanks (n)	F. E. Aten
VERNON 10,000	Record (e) 3,298	.035	....	(D) (AP) (J) (59)	Vernon Record, Inc.	R. H. Nichols W. D. Dixon		R. H. Nichols Ben Parham (cm)	Ernest A. Vernon R. K. Tabor (cl)	A. C. Smith J. A. Baird (j)
VICTORIA 6,500	Advocate (e) 960	.018	....	(D) (none)	George H. French	Leo Morris		G. H. French C. Evans (cm)	E. T. Clark (n)	R. E. Hilmer
WACO 46,600	Enterprise (e) new daily Sunday edition (S) .... News-Tribune (m) 21,192 Times-Herald (e) 10,133 Total Daily (me) 31,335 Sunday edition (S) 28,772	.05 .05 .... .12 .12	.04 .04	(I) (J) (59) (D) (AP,UP,INS) (†) (22-128)	Foster Pub. Co., Inc. Southern Pub. Co. E. S. Fentress, Pres.	W. S. Foster Frank Baldwin E. J. Walthall	W. S. Foster Sam Whitlow (sp) H. H. Tucker (sp)	W. S. Foster W. W. Stephens (cm) S. D. Jones W. D. Wolf (cm)	E. F. Hooks Clyde McMahan (cl) W. A. Little H. M. Fentress (n) A. A. Oxford (cl)	E. R. Johnson Marshall Healer (j) W. R. Caldwell
WAXAHACHIE 9,284	Light (e) 2,434	.032	....	(I-D) (UP) (†) (3)	Enterprise Pub. Co.	E. McElroy Floyd Casebolt	Ward Lusk Lester Jordan (sp)	Ed McElroy	H. E. Herring	John Flowers
WEATHERFORD 6,202	Herald (e)	.014	....	(D) (AP) (J) (d) (none)	Herald Pub. Co.	H. E. Letson				
WESLACO 3,000	News (m) 2,100 Sunday edition (S) 2,100	.025 .025	....	(I-D) (UP) (J) (30)	Edmund P. Williams	Edmund P. Williams				
WICHITA FALLS 58,000	Record News (m) 20,918 Times (e) 23,802 Total Daily (me) 44,720 Sunday edition (S) 40,410	.... .13 .13	.051 .057 .089	(D) (AP,UP,INS,UB) (†) (83)	Times Pub. Co.	B. D. Donnell	Bentley Nelson Al Parker (sp)	Ed Howard Rhea Howard (bm) W. E. Rutledge (cm)	V. N. Armstrong Dewey Kinney (n)	John W. Dobbs
YOAKUM 8,500	Herald (e) 1,145 Sunday edition (S) 1,145 Times (m) 700 Sunday edition (S) 700	.022 .022 .014 .014	.018 .018	(I) (AP) (J) (30) (D) (J) (d) (3)	H. D. Meister H. A. Lindenberg	Cena S. Morgan H. D. Meister H. A. Lindenberg	Fannie May Rush C. S. Morgan (sp)	Fannie May Rush (cm)	DeWitt Poth H. D. Meister (n)	Fannie May Rush

UTAH

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
LOGAN 10,000	Herald (e) 1,858 Sunday edition (S) 1,858	.025 .025	.0225	(I) (UP) (†) (J) (61)	Cache Valley Newspaper Co.	T. C. Cornell (me)	Otis Peterson (sp)	Leslie T. Foy	Harry S. Lester	A. John Ralph Channell (j)
	Journal (e) 2,087	.025	.025	(I-D) (AP) (J) (158a-36)	Earle & England Pub. Co.	Augustus Gordon J. C. Allen, Jr.	A. Gordon J. C. Allen, Jr. (sp)	Charles England Jesse Earl (cm)	Wm. C. England Charles England (n) Wm. C. England (cl)	J. H. England
OGDEN 39,100	Standard-Examiner (e) 10,762 Sunday edition (S) 11,378	.06 .06	.054	(I-R) (AP,UP) (†) (133-13)	J. U. Eldredge & A. L. Glasmann	A. L. Glasmann D. J. Greenwell	J. O'Connor Al. Warden (sp)	J. U. Eldredge, Jr. H. E. Gibson (bm)	J. W. Eldredge B. V. Glasmann (cl)	Grant Morris
PROVO 15,000	Herald (e) 3,800 Sunday edition (S) 4,500	.03 .03	.02	(I) (UP) (none)	Herald Corp.	N. G. Rasmusen R. W. Goodell		N. Gunner Rasmusen Richard Barton (cm)	J. A. Owens	Alfred Ridge
SALT LAKE CITY 138,000	Deseret News (e) 37,435x Telegram (e) 21,773x Sunday edition (S) 25,049x Tribune (m) 45,026x Sunday edition (S) 68,818x	.... .08 .09 .11 .15	.... .053 .053 .13 .15	(I) (AP,UP) (†) (158-13) (I) (AP, UP, CT, CP, US) (mer) (†) (E) (10-112)	A. L. Fish Tribune Pub. Co.	R. C. Elliott E. H. Holden G. B. Heal	Harvey Hancock L. Richardson (sp) R. C. Elliott (Su) J. L. Priest J. C. Derks (sp) W. M. Condon (Su)	A. L. Fish T. J. Mullin (bm) W. V. Wiegand (cm) Homer F. Robinson E. F. Baldwin (bm) B. W. Wilson (cm)	Thomas J. Mullin Edward D. Robb (n) Wesley Sherman (cl) J. N. VanSteeter (local) Carl D. Brown (n) W. O. Sessions (cl)	George Ensign H. E. Glenn (comp) A. J. Charon (press) A. J. Charon

(*Continued on page* 108)

1928 a "More" Year
FOR BEAUMONT

More

- Homes Built
- Office Buildings
- Ships Docking
- Oil Fields Opened
- Population
- Pay Rolls

1929

Will be another "MORE" year.
Arrange your schedules
for more business in the
5th Market of Texas
and
3rd Market for Louisiana
Covered by

BEAUMONT ENTERPRISE
AND
THE BEAUMONT JOURNAL

Bruck of Beaumont
Advertising Director

TEX.

Beckwith of U.S.A.
Sole Representatives

U.S.A.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

VERMONT

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing-Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BARRE 11,000	Times (e)	7,429	.03	.03	(I) (AP) (107)	Frank E. Langley	Dean H. Perry		Frank E. Langley		
BENNINGTON 11,500	Banner (e)	3,361	.02	.02	(I) (AP) (107)	Frank E. Howe	Ed P. Howe C. J. Kingsley	Paul C. Howe C. J. Kinsley (sp)	C. J. Kinsley Paul C. Howe (cm)	A. M. Harwood	Alfred Busbee
BRATTLEBORO 10,000	Reformer (e)	3,554	.02	.02	(I-R) (AP) (107)	Howard C. Rice	Howard C. Rice	Walter A. Gilbert	H. E. Stockwell (bm)		
BURLINGTON 26,000	Free Press (m)	16,009	.06	....	(I-R) (AP) (J) (93-107)	Free Press Assn.	John L. Southwick	W. B. Gates	W. B. Howe (bm) D. W. Howe, Asst.	B. D. Burdick David W. Howe (n). Raymond Preston (cl)	G. E. Little (j)
	News (e)	4,725	.04	....	(I) (AP) (130)	H. Nelson Jackson	S. M. Kelley, Jr.	John Lent	H. Nelson Jackson D. L. Corley (cm)	E. H. Morin S. M. Kelley, Jr.	
MONTPELIER 8,591	Argus (e)	3,724	.0175	....	(I) (AP) (J) (d) (107)	Morris Fletcher Atkins	M. F. Atkins				
RUTLAND 16,449	Herald (m)	12,335	.055	.032	(I-R) (AP) (107)	William H. Field	H. L. Hindley (me).	R. W. St. John	L. B. Noble (bm) L. V. Chew (cm)		
ST. ALBANS 7,588	Messenger (e)	3,063	.018	....	(R) (AP) (J) (107)	Messenger Co.	Donald Tobin M. R. Vail	James T. Walsh	M. R. Vail	Donald Hill	M. R. Vail
ST. JOHNSBURY 8,701	Caledonian-Record (e)	4,309	.02	.014	(R) (AP) (107)	Herbert A. Smith	Herbert A. Smith	H. E. Rockwell Kenneth Ross (sp)	Herbert A. Smith Nettie C. Vitty (cm)	Neal W. Phillips Martha B. Wheaton (cl)	Eugene A. Page

VIRGINIA

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing-Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALEXANDRIA 20,100	Gazette (e)	4,575	.04	....	(D) (UP) (50)	Gazette Corp.					
BRISTOL 30,600	Herald-Courier (m)	8,929x	....	....	(I-D) (I-R) (AP) (133)	Bristol Pub. Co.	Herschel Dove W. Crockett (me-m) R. Glimer (me-e)	Woody Vance Robert Loving Phil Price (Su)	Money Slack and C. J. Harkrader Geo. McClellan (cm)	Earnest Russell W. C. Wood (n) Sidney Cofer (cl)	Sherman Nee
	News-Bulletin (e)	3,753x	....	....							
	Combined daily (me)	12,682x	.07	....							
	Sunday edition (S)	10,900x	.07	....							
CHARLOTTSVILLE 14,000	Progress (e)	....	.025	....	(D) (none)	J. H. Lindsay	J. H. Lindsay				
CLIFTON FORGE 6,830	Review (e)	1,392x	.017	.018	(D) (UP) (J) (none)	Clifton Forge Review, Inc.	George O. Greene		M. Botts Lewis	M. Botts Lewis	M. Botts Lewis
COVINGTON 8,250	Virginian (e)	2,209	.025	.025	(I) (INS) (†) (J) (116-4)	Virginian, Inc.	Richard F. Beirne	A. G. Brady Guy Rice (sp)	J. L. Goodman (bm) Chris Jennings (cm)	J. L. Goodman M. L. Hudson (cl)	F. E. Delaney Connie Cook (j)
DANVILLE 27,500	Register (m)	5,211	....	....	(D) (AP,INS) (†) (51-91)	Rorer A. James, Jr.	Rorer A. James, Jr. W. S. Meacham (m). Gerard Tetley (e)	Arthur Davidson (m) W. A. Christianson (e). Robt. F. Farley (sp)	H. B. Trundle A. A. Farley (cm)	C. A. Eury Morris Fox (cl)	
	Bee (e)	11,421	....	....							
	Combined daily (me)	26,632	.08	.07							
	Sunday edition (S)	10,757	....	....							
	Eve & Sunday (eS)	.....	.08	.07							
FREDERICKSBURG 6,826	Free Lance-Star (e)	5,183	.03	.02	(D) (AP) (48)	Free Lance-Star Pub. Co.	Josiah P. Rowe, Jr.		Josiah P. Rowe, Jr.		
HARRISONBURG 6,511	News-Record (m)	7,213x	.035	.025	(I) (AP) (J) (161)	Rockingham Pub. Co.	John R. Crown	John R. Crown J. R. Lineweaver (sp)	H. B. Slaven (bm) R. P. Keezell (cm)	H. B. Slaven R. P. Keezell (cl)	R. C. Hughes (j)
HOPEWELL 18,000	News (e)	1,187	.035	.035	(I) (UP) (J) (59)	Tri-County Ptg. & Pub. Co. Inc.	J. H. Gwathmey		S. A. Graham M. A. Beeler (bm) Ben G. Herr (cm)	R. J. Davis	S. A. Graham J. C. Doutt (j)
HOT SPRINGS 1,500	Homestead (e)	News	.08								
LYNCHBURG 38,000	News (m)	9,116x	....	....	(D) (AP) (†) (51)	Carter Glass & Sons	Robt. Glass (m) Powell Glass (e) Powell Glass	H. L. Johnson (m) H. F. Miley (e) M. L. Fairy (sp-m) Milton Aperson (sp-e)	M. K. Duerson (bm) H. S. Shaner (cm)	R. C. McGhee M. K. Duerson (n)	M. P. Tanner
	Advance (e)	6,971x	....	....							
	Combined daily (me)	16,087x	.06	.05							
	Sunday edition (S)	10,711x	.06	....							
NEWPORT NEWS 53,000	Press (m)	5,851	....	....	(I-D) (AP) (20)	Daily Press, Inc.	L. T. Jester	L. T. Jester G. L. Price (sp) L. T. Jester (Su)	L. E. Pugh W. M. Roan (cm)	N. R. Hoyle L. E. Pugh (n) H. M. Siegrist (cl)	Harry C. Diggs
	Times-Herald (e)	8,448	....	....							
	Combined daily (me)	12,299	.05	....							
	Sunday edition (S)	9,859	.05	....							
NORFOLK 184,200	Ledger-Dispatch (e)	44,425	.12	.07	(I-D) (AP) (†) (20)	S. L. Slover	Douglas Gordon H. D. Perkins	J. E. Shank Tom Hanes (sp)	P. S. Huber N. N. Hill (cm)	F. S. Cook P. S. Huber (n) Lewis Causey (cl)	R. W. Nagle
	Virginian-Pilot (m)	44,607	.10	....	(I-D) (AP) (E) (17)	Col. L. D. Starke	Louis I. Jaffe Winder R. Harris	John Spencer Samuel T. Potts (sp) W. R. Harris (Su)	R. E. Turner Robt. J. Marks (cm).	C. C. Bower W. J. Gwaltney (n). H. T. Doe (cl)	Wm. Olsen
	Sunday edition (S)	45,666	.12	....							
PETERSBURG 37,800	Progress-Index (e)	9,705	.05	.04	(D) (AP) (19)	Petersburg Newspaper Corp.	Walter E. Harris J. C. Lyons	J. C. Lyons David Lidman (sp) J. C. Lyons (Su)	R. H. Ryan L. L. Livengood (cm)	R. E. Brown E. B. Coleman (n). Ralph Lockett (cl)	J. B. Jackson
	Sunday edition (S)	9,705	.05	....							
PORTSMOUTH 61,600	Star (e)	7,907	.05	.03	(I-D) (AP) (†) (19)	Norman R. Hamilton	Norman R. Hamilton W. B. Lohman	Edwin L. Rice W. B. Lohman (sp)	Norman R. Hamilton Lewis M. Palmer (cm)	W. Blount Darden Jesse Vail (cl)	E. T. Cross
	Sunday edition (S)	8,200	.05	....							
PULASKI 11,000	Southwest Times (e)	3,155	.03	.03	(I) (INS) (116-4)	Howard R. Imboden	Howard R. Imboden	John Oliver	Howard R. Imboden C. O. Kenny (cm)	Howard Imboden	H. M. Brockman
	Sunday edition (S)	3,300	.03	....							
RICHMOND 194,400	News Leader (e)	68,778	.18	.12	(D) (AP) (85)	John Stewart Bryan	Dr. D. S. Freeman John Stewart Bryan	Earl Sowers Wm. T. Christian (sp).	Allen Potts (bm) W. B. Tennant (bm) L. I. Sullivan (cm)	Frederick Sale A. B. Land (n) Lewis N. Little (cl)	J. C. Drinard
	Times-Dispatch (m)	62,285	.16	.095	(D) (AP) (*Su) (†) (E) (168-169)	C. P. Hasbrook	LaMotte Blakely	Allen Cleaton Robt. Harper (sp) Earl Lutz (Su)	R. B. Huber Wm. G. Morris (cm).	H. R. Weaver (local). J. H. Reigle (n) G. N. Benjamin (cl).	H. O. Burke
	Sunday edition (S)	65,078	.18	.105							
ROANOKE 64,600	Times (m)	16,810x	....	....	(D) (AP,UP,CP) (†) (51-63)	J. P. Fishburn	H. P. Chapman (m). Wm. B. Smith (e) W. Atkinson (me-m). W. C. Stouffer (me-e)		W. E. Thomas E. C. Lugar (cm)	J. F. Donalson A. E. Hobbs (n) F. C. Flora (cl)	
	World-News (e)	15,261x	....	....							
	Combined daily (me)	32,071x	.10	.071							
	Sunday edition (S)	20,059x	.10	....							
	Evening & Sunday (eS)	.....	.11	....							

(*Continued on page* 110)

Mr. Space Buyer

Do Cold Facts Interest You?

Then Direct Your Attention to The Situation in

RICHMOND, VIRGINIA

Given 51,136 Family Units in The City Circulation Area

The News Leader

Offers you 98.45% Coverage with 50,345 Net Paid Daily Circulation In This Area.

The News Leader

Offers you an Unrivaled Reader Confidence Built Upon Public Service.

The News Leader

Has proven a successful advertising medium for the greater number of advertisers in the following lines:

Department Stores — Men's Wear — Women's Wear
Radio & Electric Dealers — Musical Instruments
Grocery, Food & Beverages — Jewelry — Automobiles — Drugs

The Richmond News Leader presents a unique opportunity for successfully merchandising your product in a prosperous community WITH ONLY ONE ADVERTISING EXPENSE.

Here is a situation that you should not fail to investigate. Detailed information will be gladly furnished upon request.

The Richmond NEWS LEADER

"Virginia's Greatest Newspaper"

Represented by THE KELLY-SMITH CO., Atlanta, Boston, Chicago, New York, Philadelphia.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

VIRGINIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 16	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
STAUNTON	News Leader									
12,500	(m) 5,088x	....	....							
	Evening Leader									
	(e) 2,267x	....	....							
	Combined daily									
	(me) 7,355x	.045	....	(D) (AP) (50)	Leader Pub. Co.	E. S. Sheppe (m) R. D. Haislip (e) Hieronie L. Ogle	E. Lewis Knowles Chas. K. Brown (sp) E. Lewis Knowles (Su)	Hieronie L. Ogle Mrs. C. K. Brown (bm) A. S. Morton (cm) Geo. H. Powell (cm)	E. Walton Ogle Mrs. C. K. Brown (n)	L. S. Merriken
	Sunday edition									
	(S) 5,437x	.045	....							
SUFFOLK	News-Herald									
17,850	(e) 4,280	.032	.021	(I-D) (AP) (30)	Channing P. Hayes	W. C. Johnston	S. W. H. Curtis W. C. Johnston (Su)	Channing P. Hayes Mason R. Hayes (cm)	J. L. Bangley	N. A. Deaton
	Sunday edition									
	(S) 4,460	.032	....							
WINCHESTER	Star									
10,100	(e) 4,696x	.03	.02	(I) (AP) (J) (161)	H. F. Byrd	H. F. Byrd R. S. Fansler	John Hoover	H. F. Byrd R. S. Fansler (bm)	R. S. Fansler	H. C. March B. March (j)

WASHINGTON

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 16	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ABERDEEN	World									
25,562	(e) 7,569	.05	.05	(I-E) (AP,UP) (J) (158-57)	W. A. Rupp	W. A. Rupp C. J. Glasier	H. Olson Fred Hampson (sp)	W. A. Rupp R. V. Mack (bm) P. P. Foelkner (cm)	C. H. McCormick P. P. Foelkner (n) Y. McConnell (cl)	Ed. Skrondal J. A. Larsen (j)
ANACORTES	Mercury-Citizen									
7,100	(e) 1,809	.029	....	(I) (UP) (none)	Jos. O. McNary	Jos. O. McNary		M. H. McNary (bm) Eliz. Doust (cm)	Margaret H. McNary	
BELLINGHAM	American									
38,450	(e) 4,837	.03	....	(I) (UP) (112)	American Pub. Co.	L. H. Darwin		L. H. Darwin		
	Herald									
	(m)	....	....							
	Herald									
	(e)	....	....	(I-E) (AP) (†) (E) (158)	Bellingham Pub. Co.	W. C. Carver	Wm. Gardiner (m) Pat Scott (e) Pat Scott (sp) Hallock Reeves (Su)	Frank I. Sefrit Chas. L. Sefrit (bm) M. W. Blondin (cm)	W. T. Wetherill E. G. Earle (n) Robert Bardwell (cl)	E. C. Holt, Jr.
	Combined daily									
	(me) 18,121	.08	.065							
	Sunday edition									
	(S) 10,204	.08	....							
CENTRALIA	Chronicle									
12,000	(e) 3,462	.035	....	(R) (AP) (†) (J) (112)	Centralia Pig. Co.	H. L. Bras	V. B. Noel	R. W. Edinger J. M. Scott (cm)	A. H. Bras	H. A. Dunckley J. C. Rhodes (j)
BREMERTON	News & Searchlight									
13,206	(e) 4,183	.025	....	(I) (UP,AP) (112)	W. B. Jessup & Sons, Inc.					
ELLENSBURG	Record									
4,500	(e) 2,686	.03	.025	(I-E) (AP) (†) (J) (132-57)	Record Press, Inc.	J. C. Kayner	Mrs. Dorothy Bledsoe V. Cunningham (sp)	J. C. Kayner Frank Taylor (cm)	Milton F. Fiedman	Keith S. Kayner John Wilkins (j)
EVERETT	Herald									
37,500	(e) 14,670	.05	....	(I) (AP,UP) (158)	Mrs. Gertrude D. Best	Chas. S. Coleman (me)		Mrs. Gertrude D. Best	Henry Jeklin	
	News									
	(m) 4,740	.036	.036	(I) (AP) (none)	News Pub. Co.	A. R. Fenwick	S. P. Donohoe O. Cartwright (sp) A. R. Fenwick (Su)	N. Weborg (bm) C. L. Pearson (cm)	H. Dunham E. Hanson (n) H. Dunham (cl)	E. Kamhout
HOQUIAM	Washingtonian									
11,425	(m) 5,534	.04	....	(R) (AP) (J) (112)	Albert Johnson	Mordon Smith	C. H. Peterson	Mordon Smith N. C. Foote (cm)	J. L. Hartshorn	Geo. Williams F. B. McNutt (j)
	Sunday edition									
	(S) 5,534	.04	....							
KELSO	Kelsonian-Tribune									
10,500	(e) 2,122	.03	....	(R) (UP) (J) (132-57)	Frank M. Dallam, Jr.	D. F. McKenna	Carl Moore Carlton Moore (sp)	F. M. Dallam, Jr. (bm) W. A. Ely (cm)	Lynn Purdin	W. E. Tyler
LONGVIEW	News									
13,500	(e) 5,244	.045	.036	(R) (AP) (†) (J) (158-54)	Longview Pub. Co.	J. M. McClelland	D. M. Simonsen	J. M. McClelland S. N. Harrison (bm) E. A. McKee (cm)	S. N. Harrison Mrs. M. A. Barton (cl)	I. O. Hansen E. M. Wilson (j)
MOUNT VERNON	Herald									
4,200	(e) 4,011	.035	.03	(I-B) (AP) (J) (113)	Harry B. Averill	Harry B. Averill	Oliver Noce	Harry B. Averill John S. Wert (bm) Philip Evans (cm)	John H. Foreman	Joseph Noble Don McDowell (j)
OLYMPIA	Olympian									
14,717	(m)	....	....							
	Olympian									
	(e)	....	....	(R) (AP) (J) (158-54)	S. A. Perkins	H. M. Lane Woodburn McDonald	H. C. Boyd Joe Kershner (sp) Jack Grover (Su)	Woodburn McDonald I. F. Rebmen (cm)	K. E. Moffett Oscar Adams (cl)	Fred F. Chitty
	Combined daily									
	(me) 5,196	.05	.04							
	Sunday edition									
	(S) 5,134	.05	....							
PORT ANGELES	News									
11,562	(e) 2,444	.035	.029	(R) (AP) (†) (54)	E. B. Webster	W. D. Welch	Jack Hensen	John Schweitzer, Jr.	J. Harris Dorr	Frank Walsh
SEATTLE	Journal of Commerce									
365,300	(m) 3,000	.05	.043	(I) (UP) (none)	Journal of Commerce, Inc.	M. F. Brown M. W. Bean		O. J. David (bm) H. S. Hepner (cm)	O. J. Davis	R. M. Johnston
	Post-Intelligencer									
	(m) 98,087	.24	.14	(I) (AP,INS) (mer) (†) (E) (29-60-9-75)	James A. Callahan	Royal Brougham (me)	Oliver S. Morris Marty Burke (sp) Paul Donaldson (Su)	A. G. Williams (bm) H. T. Aust (cm)	J. J. Bennett Norman F. Storm (n) Ralph J. Meyers (cl)	R. W. Bandy
	Sunday edition									
	(S) 155,183	.30	.19							
	Star									
	(e) 92,179	.22	.22	(I) (UP) (mer) (†) (61)	Star Pub. Co.	A. J. Ritchie Ray W. Felton	Leo Sullivan Leo Lamen (sp)	H. W. Parish F. W. Webster (bm) Geo. Donohue (cm)	H. E. Marshall F. L. Taylor (n) B. W. Hoon (cl)	
	Times									
	(e) 95,197	.25	.15	(I) (AP,UP) (*Su) (†) (E) (10)	C. B. Blethen	Neal Jones (news) W. D. Chandler	Rudy Block Geo. M. Varnell (sp) R. J. Harvison (Su)	J. F. Braid (Adv.-Dir.) R. E. Morgan (bm) H. H. Cahill (cm)	Lew C. Snyder T. P. Bellwin (n) L. M. Norman (cl)	A. F. Logan
	Sunday edition									
	(S) 122,930	.28	.15							
SPOKANE	Chronicle									
109,100	(e) 42,197	....	....	(I) (AP) (mer) (†) (115-112)	Chronicle Co.	Henry Rising Henry Pierce (news)	R. S. Phillips (sp)	A. Hooker (Sec.-Treas.) J. B. T. Martin (cm)	G. W. Roche Tom J. Turner (n) George Hager (cl)	W. D. Edmunds
	Spokesman-Review									
	(m) 50,549	....	....	(I-R) (AP) (mer) (†) (115-112)	Cowles Pub. Co.	George W. Dodds	Malcolm Glendinning Eugene Russell (sp) Wilbur Hindley (Su)	J. F. Young C. H. Breed (cm)	R. F. Lacy Tom J. Turner (n) J. J. Tierney (cl)	W. D. Edmunds
	Sunday edition									
	(S) 59,405	....	....							
	Total daily									
	(me) 92,746	.27	....							
	(e-S)	.29	....	(I) (UP) (†) (61)	Scripps-Canfield	E. W. Jorgenson	Buck Weaver	Howard Parish E. E. Everett (bm) Henry Hanson (cm)	Norma Page (n) Glen Allen (cl)	Bob Attebery
	Press									
	(e) 19,929	*.07	....							
	(*Note: New rates effective February 1, 1929)									
TACOMA	Ledger									
110,500	(m) 21,472	....	....							
	News-Tribune									
	(e) 36,770	....	....	(I) (AP) (†) (132-57-13)	Frank S. Baker	Frank S. Baker M. J. Mingo (me-m) C. B. Welch (me-e)	L. Contsworth (m) H. W. Lyman (e) D. Dalton (sp-m) E. Metcalf (sp-e) J. E. Knight (Su)	C. B. Welch H. F. Lyness (cm-m) W. D. Lyness (cm-e)	S. S. Anderson Norris E. Inveen (n)	W. W. Vosburgh
	Combined daily									
	(me) 58,242	.16	.12							
	Sunday edition									
	S) 30,632	.10	.08							
	Times									
	(e) 22,538	.07	.057	(I) (UP) (†) (61)	Times Pub. Co.	Ralph J. Benjamin L. S. Langlow (me)	Clark Squire Robt. Syman (sp)	M. H. Voorhees (bm) F. Naccarrato (cm)	Frank W. Power H. H. Hutchinson (n) A. O. Andereason (cl)	A. Dameas
VANCOUVER	Columbian									
19,250	(e) 3,915	.04	.035	(R) (AP,UP) (†) (112)	Herbert J. Campbell	Herbert J. Campbell	Ray Bachman Lyttleton Tempes (sp)	Herbert J. Campbell R. H. Kreis (bm) G. C. Reeve (cm)	B. H. Kreis	Chas. Whitmore
WALLA WALLA	Bulletin									
18,087	(e) 6,625	.04	....	(I) (AP,UP) (†) (J) (112)	J. G. Kelly	J. G. Kelly Sherman Mitchell	Sherman Mitchell Alfred McVey (sp)	J. G. Kelly F. G. Mitchell (bm) Fred C. Boecker (cm)	Frank G. Mitchell	E. S. Loundagin G. H. Tenney (j)
	Sunday edition									
	(S) 6,515	.05	....							
	Union									
	(m) 3,873	.029	.021	(R) (AP) (†) (J) (78)	D. W. Ifft	R. W. Fisher	Lyman Lynn Wm. Heers (sp)	D. W. Ifft K. K. Williams (bm) E. G. Robb (cm)	Murray Ifft K. K. Williams (n) George Lewis (cl)	Arthur Denton A. Leone Anger (j)
	Sunday edition									
	(S) 3,204	.029	....							
WENATCHEE	World									
12,000	(e) 8,704	.05	.043	(R) (AP) (E) (67)	World Pub. Co.	Rufus Woods E. H. McPherson	K. Billingsley Melvin Voorhees (sp)	Rufus Woods K. P. Sexton (cm)	M. M. Gardner E. F. Casebeer (cl)	Walter Neubert

(*Continued on page 112*)

UNDER the shadow of majestic Mount Tacoma (14,408 feet high) lies the city of the same name on the shores of Puget Sound. It is one of the great seaports on the Pacific ocean, with a population of 110,500 persons by the Federal census estimate of 1928. Its shopping zone includes 236,510 persons and constitutes one of the five major markets of the Pacific Northwest. This trading territory contains 14 cities and towns where people live, laugh and love and do their shopping in the city of Tacoma.

This rich and prosperous territory is dominated for the national advertiser by the evening News Tribune and the morning Ledger. At 16c. a line, in this combination the national advertiser gets 58,242 A. B. C. circulation, a miline rate of 2.75.

This 58,242 circulation gives quality and quantity. Each paper is edited for the group it serves, differing in make-up and editorial handling. Each paper has its own editorial and circulation departments, although sold in combination through one advertising department.

Any advertiser will find this combination the desirable and only way of winning this market of 236,510 people. Tacoma is what the traveling salesman calls a "good town." The people are well to do and prosperous, for Tacoma is one of the leading industrial cities on the Pacific coast.

Through the News Tribune and Ledger the entire southwestern section of Washington is reached. Every one of the 14 cities and towns is within driving distance over paved roads to Tacoma's shopping center.

The Tacoma News Tribune and Ledger are published by the Tribune Publishing Company of Tacoma. Frank S. Baker is president and publisher and Charles B. Welch, general manager. Both papers are represented in New York by David J. Randall & Co., in Chicago by the Ford-Parsons Company and on the Pacific coast by The R. J. Bidwell Company.

THE TACOMA NEWS TRIBUNE
The Tacoma Daily Ledger

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

WASHINGTON (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
YAKIMA	Herald									
26 696	(m) 6,697	....	....	(I) (AP) (132-57-54)		Paul Neill (m)	Don Dent (m)		Roger Neal (m)	P. S. Hotchkiss
	Republic			(E) (AP) (J) (132 57-		W. W. Robertson (e)			W. P. Ridway (e)	
	(e) 7,001	....	....	54)	Republic Pub. Co.	Paul Neill (me-m)	L. Lerwill (e)	Ted Robertson	S. O. Spring (n)	
	Combined daily					Miss S. I. Anthon	J. Atwater (sp-m)	M. Clark (cm)	G. Soper (cl)	
	(me) 13,698	.04	.039			(me-e)	M. H. McConnell (sp-e)			
	Sunday edition									
	(S) 11,626	.04	....							

WEST VIRGINIA

City Population	Name of Newspaper Circulation	Nat.	Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BECKLEY	Post-Herald									
10,031	(m) 6,715	.035	.029	(R) (AP) (J) (44)	E. H. Adsit	E. H. Adsit	Bennett Roach	C. J. McQuade (cm)	W. C. Woodard	W. N. McCartney
							P. W. Feigley (sp)			
	Raleigh Register									
	(e) 2,980	.03	....	(D) (AP) (J) (48)	Charles Hodel	A. S. Johnston	H. W. Riffe	Charles Hodel	Dorsey E. Biggs	R. L. Sadler
	Sunday edition					Roy H. Johnson	Roy H. Johnson (sp)	R. F. Stout (cm)		J. E. Morris (j)
	(S) 4,800	.03	....							
BLUEFIELD	Sunset News						H. I. Shott, Jr. (E)	H. I. Shott		
24,000	(e) 2,845x	....	....	(D) (AP,INS) (83)	Telegraph Ptg. Co.	W. K. McDowell (E)	M. Worthington (M)	Jim H. Shott, Jr.	A. E. Burgess	R. M. Edwards
	Telegraph			(I-R) (AP) (J) (E)		H. I. Shott (M)	V. L. Currence (sp)	R. L. Early, Secy.	Elizabeth Bond (n)	H. L. Stephen (j)
	(m) 12,635x	....	....	(83)			H. I. Shott (Su)	R. L. Longworth (cm)	C. S. Henderson (cl)	
	Total Daily									
	(me) 15,480x	.07	....							
	Sunday edition									
	(S) 17,226x	.08	....							
CHARLESTON	Gazette									
55,200	(m) 25,963x	.09	.071	(D) (AP,US) (44)	Gazette Co.	W. E. Chilton, Jr.	Harry L. Flournoy	Robert L. Smith	H. E. Grace	J. D. Pike
	Sunday edition						Joe Shuman (sp)	A. H. Pruett, Jr. (cm)	Margaret Suits (cl)	
	(S) 29,981x	.10	.089							
	Mail									
	(e) 18,705	.07	....	(I-R) (AP,UP) (48)	Walter E. Clark					
	Sunday edition									
	(S) 18,705	.07	....							
CLARKSBURG	Exponent									
35,000	(m) 13,529	....	....							
	Telegram									
	(e) 16,649	....	....	(D) (AP) (J) (48)	Clarksburg Pub. Co.	H. G. Rhawn (M)	H. G. Rhawn (M)	W. Guy Tetrick		A. W. Flynn (M)
	Total Daily			(R) (AP) (J) (48)		W. L. Geppert (E)	M. R. Fullerton (E)	W. W. Powell, Jr. (bm)	George R. Snyder	J. F. Shiever (E)
	(me) 30,278	.12	....				Wade Pepper (M) (sp)	W. H. Childs (city cm)		W. M. Eardley (M) (j)
	Sunday edition						Leo F. King (E) (sp)	J. E. Frye (country cm)		H. Montgomery (E) (j)
	(S) 28,672	.12	....							
ELKINS	Inter-Mountain									
7,520	(e) 3,700	.025	.02	(R) (AP) (J) (48)	Teter Pub. Co.	R. G. Bush		R. G. Bush	J. H. Wilverding	Ralph Smouse
FAIRMONT	Times									
18,744	(m) 6,317	....	....							
	West Virginian									
	(e) 6,660	....	....							
	Total Daily			(D) (AP,UP) (32)	Fairmont Newspaper Pub. Co.	C. E. Smith (M)		W. J. Wiegel &		
	(me) 12,997	.065	....	(R) (AP,UP) (32)		J. C. Herbert (E)	C. B. Robinson (E)	C. S. Smith	A. Ray Mapel	Emil Busam
	Sunday edition						Larry Boggs (sp)	Chas. T. Runner (cm)	Mary Ann Rush (cl)	
	(S) 7,796	....	....							
	Evg. & Sunday									
	(es)	.075	....							
GRAFTON	Sentinel									
11,000	(e) 3,132	.04	.04	(R) (AP) (J) (32)	Howard H. Holt	Howard H. Holt	C. F. Schroeder (sp)	H. H. Holt		W. E. Brown
								B. V. Guard (bm)	B. V. Guard	C. E. Walden (j)
								Dana Poling (cm)		
HUNTINGTON	Advertiser									
68 600	(m) 13,349x	....	....							
	Herald-Dispatch			(D) (AP,INS,UP) (E)		Clyde Wellman (E)	Wendall Reynolds (E)			
	(m) 13,881x	....	....	(83)	J. H. Long (E)	E. Boyd Jarrell (M)	James Clendenin (M)	Luther T. Long		
	Total Daily			(R) (AP,US) (E) (83)	Dave Gideon (M)	M. W. Long (E) (me)	William Bem (E) (sp)	J. Brandthover (cm)	E. J. Lester	C. A. Baumgardner
	(me) 27,230x	.14	....	(I) (AP,US,UP)		J. Clendenin (M) (me)	Carl Ridgley (M) (sp)			
	Sunday edition						H. M. Pinkard (Su)			
	(S) 20,914x	.12	....							
KEYSER	Mineral Daily News									
7,300	(e) 2,620	.021	.021	(I-D) (J) (30)	W. H. Barger	W. H. Barger				
MARTINSBURG	Journal									
16,120	(e) 5,500x	.025	....	(I) (AP) (J) (32)	H. C. Ogden	G. C. McKown	Charles Thompson (sp)	C. W. Morrison	C. W. Morrison	J. N. Hicks
								F. M. Townsend (bm)	E. Becker (cl)	F. E. Engel (j)
								L. S. Irvin (cm)		
HINTON	News									
9,000	(e) 1,518	.02	....	(I) (AP) (32)	Daily News, Inc.	O. J. Hale				
MORGANTOWN	New Dominion									
25,157	(m) 7,187	.04	.03	(I) (AP) (87)	Cecil P. Northrop	George A. Anderson	Brooks Cottle	J. Monroe Boyer (bm)	George B. Short	
	Post						Walter Hart (sp)	M. J. Murphy (cm)	C. P. Northrop (n)	
	(e) 6,447	.03	.024	(R) (AP) (32)x	W. Va. Newspaper Pub. Co.	J. Herbert Walker	J. Herbert Walker	R. S. Reid	Guy E. Grafuis	Sherman T. Jacox
							E. T. Gunning (sp)	Z. D. Hensell (cm)	Louise Ford (cl)	
MOUNDSVILLE	Echo									
11,660	(e) 3,522	.02	....	(I) (AP) (J) (48)	Craig Shaw	Craig Shaw				
	Journal									
	(e)	.019	.016	(R) (INS) (J) (none)	Journal Co., Inc.	S. Boyd Hilton	Frank Stults	S. Boyd Hilton	M. L. Crawford Hilton	Willis B. Tuttle
								G. T. Crawford, Jr. (cm)		H. K. Smith (j)
PARKERSBURG	News									
30,000	(m) 8,273	.03	....	(R) (AP) (126)	E. A. Brast	Edw. McGrail	Charles Hurst (news)	Edw. McGrail (bm)	V. M. McGrail	
	Sunday edition									
	(S) 9 496	.03	....							
	Sentinel									
	(e) 10,646	.04	.035	(D) (AP) (32)	Sentinel Co.	John W. Fischer	Herbert C. Adams	Wm. E. Ingersoll	G. H. Keenan	Frank R. Gates
							Bert Smith (sp)	Torrence Lytle (cm)	Miss Mona Nelson (cl)	
SISTERSVILLE	Review									
3,581	(e) 1,700	.025	....	(R) (INS) (J) (156)	Oil Review Pub. Co.	R. C. Heinlein	R. C. Heinlein (sp)	J. H. Thornton	W. J. Lytle	R. C. Clegg
						J. H. Thornton				
WEIRTON	Times									
22,000	(e) new daily	.025	.021	(I) (UP) (32)	Weirton P. & P. Co.	John A. Jones	H. E. Cooper	E. M. Staats	E. M. Staats	Fred Grabowsky
							Paul Glowa (sp)	H. B. Reiley, Jr. (cm)	E. M. Wells (cl)	
WELCH	News									
8,100	(e) 5,392	.03	.028	(R) (AP) (J) (32)	Welch Pub. Co.	W. R. Keyner	C. H. Hardison	W. R. Keyner		
								F. G. Utt (bm)	L. L. Drewry	E. W. Lucas
								Odi Casali (cm)		
WELLSBURG	Herald									
6,200	(e) 1,325	.02	.018	(R) (32)	Herald Pub. Co.	Wm. H. Yenke	William Miller	Wm. H. Yenke	Helen Shaffer	Earle Dooley
WHEELING	Intelligencer									
73,000	(m) 12,160x	.05	....							
	News									
	(e) 15,487x	.07	....	(R) (AP) (†) (32)	H. C. Ogden	Robert Fermar (m)	Chas. Long (M)	H. C. Ogden		
	Total Daily			(I) (AP) (J) (E) (32)		T. O'B. Flynn (e)	Robt. Linn (E)	H. C. Clark (bm) (E)	R. B. Cushing (n-cl)	
	(me) 27,647x	.115	....				I. Fluhart (sp) (M)	Basil Rafferty (cm)		
	Sunday News						D. Hamill (sp) (E)			
	(S) 19,979x	.09	....							
	Register									
	(m) 11,916x	.04	....	(I) (AP) (J) (19)	William L. Brice	Camden S. Taney	R. L. Plummer	William L. Brice		
	Sunday edition					Malcolm T. Brice	M. T. Brice (sp)	P. D. Weigand (bm)	J. H. Mungat	John H. Winder
	(S) 10,160x	.045	....					Paul J. Comer (cm)		David Deloe (j)
	Telegraph									
	(e)	.036	....	(I-R) (AP) (30)	George A. Laughlin	L. E. Crow				
WILLIAMSON	News									
12,000	(e) 4,184	.03	.026	(D) (AP) (32)	Hubert G. Clark	Hubert G. Clark	Frank Talbert	Hubert G. Clark	Laurence Miller	Fred Neal
							William Garrett (sp)	R. D. Sparks (cm)	R. D. Sparks (cl)	

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

WISCONSIN

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANTIGO 10,564	Journal (e) 4,308	.03	.027	(B) (AP) (J) (163)	Berner Bros. Pub. Co.	Fred L. Berner Earle S. Holman	Elizabeth Maier John Tradwell (sp)	Fred L. Berner Henry Berner (bm) P. J. Gillette (cm)	Max Klessig Fred L. Berner (n) Raymond Dabrinsky (cl)	Otto Berner
APPLETON 26,464	Post-Crescent (e) 14,459	.055	.055	(I) (AP) (†) (126)	Post Pub. Co.	J. K. Kline	John R. Riedl G. R. McIntyre (sp)	H. L. Davis F. G. Leininger (cm)	Ralph Geo F. G. Leininger (n) S. B. Rindal (cl)	M. E. Cartier
ASHLAND 12,250	Press (e) 3,505	.03	....	(I) (AP) (J) (163)	Joe M. Chapple & Co.	John B. Chapple	Bud Koons	Hildur C. Eckman R. M. Engholm (cm)	Hildur C. Eckman Ruth Engholm (cl)	A. C. Eckman
BARABOO 6,135	News (e) 2,750 Republic (e) 1,550	.025 .03	....	(B) (UP) (J) (78)	H. K. Page	H. K. Page Harlan Page, Jr.		H. K. Page	H. K. Page	C. Steinbrinck Kenneth Rehbein (J)
BEAVER DAM 8,850	Citizen (e) 3,099	.03	.03	(I) (UP) (163)	Citizen Pub. Co., Inc.	J. E. Helfert H. H. Parker	T. J. Parker	H. H. Parker	R. Krueger	A. J. Krena
BELOIT [illegible]	News (e) 9,150	.05	.029	(B) (UP) (†) (J) (131)	News Pub. Co., Inc.	Mason H. Dobson	Robert T. Edwards John C. Clarke (sp)	C. P. Karstaedt see-tr) R. F. Collins (bm) R. H. McKinney (cm)	P. J. Zeller Hugh Ralston (cl)	E. H. Dumpert R. F. Collins (j)
BERLIN 5,000	Journal (e) 2,102	.024	.015	(I-R) (UP) (163)	Berlin Pub. Co.	John W. Carroll	M. A. Starks	John W. Carroll S. Carroll (cm)	John W. Carroll	H. Christensen
CHIPPEWA FALLS 11,400	Herald-Telegram (e) 5,246	.04	.035	(I-R) (AP) (J) (163)	Herald-Telegram Co.	W. H. Gharrity	Milo Nickel	W. H. Gharrity Henry Hanson (cm)	Ray Brecke	John Grimes George Dee (j)
EAU CLAIRE 24,042	Leader (m) 8,747 Telegram (e) 4,142 Total Daily (me) 12,889 Sunday Edition (S) 8,815	.... .05 .05	....	(R) (AP,UP) (163)	Eau Claire Press Co.	P. C. Atkinson		C. W. Fiske N. B. Nelson (bm) O. Grotte (cm)	M. M. Kelley K. Whelihan (cl)	A. E. Marten
FOND DU LAC 32,000	Comonwealth-Reporter (e) 14,703	.06	.04	(I) (AP, UP) (126)	Reporter Ptg. Co.	C. F. Coffman	W. C. Hyde H. B. Keck (sp)	A. H. Lange Emery Martin (cm)	A. H. Schroeder Emery Martin (n)	A. C. Martin
GREEN BAY 36,100	Press-Gazette (e) 17,516	.06	....	(I) (AP, UP) (†) (126)	Green Bay Newspaper Co.	John K. Kline	R. A. Kennedy Arthur Bystrom (sp)	A. B. Turnbull (bm) Jos. Horner, Jr. (cm)	E. J. Robinson Jos. Horner, Jr. (n)	Henry Smits
JANESVILLE 23,000	Gazette (e) 13,762	.06	....	(I-R) (AP) (†) (163)	H. H. Bliss	Stephen Bolles	George Kalvelage Geo. Raubacher (sp)	H. H. Bliss T. A. Birmingham (cm)	Thomas G. Murphy Robert B. Bolles (n) Sidney H. Bliss (cl)	R. P. Shortz
KENOSHA 36,500	News (e) 11,125	.05	.036	(R) (AP, UP) (J) (35)	News Pub. Co.	Ernest F. Marlatt Ralph S. Kingsley	J. W. Scattergood Edwin McKenna (sp)	R. S. Kingsley W. H. Schulte (cm)	H. R. Young C. E. Head (n) W. E. Cropley (cl)	E. C. Smith
LA CROSSE 30,400	Tribune & Leader-Press (e) 13,965 Sunday edition (S) 13,287	.06 .06	.035 .035	(I) (AP) (35)	Frank H. Burgess	A. M. Brayton	R. L. Bangsberg Robert Dunn (sp)	Frank H. Burgess Edna M. Denney (cm)	D. S. Greig A. E. Teachout (cl)	G. H. Bock
MADISON 50,500	Capital Times (e) 27,066x Sunday edition (S) 22,859x State Journal (e) 26,123x Sunday edition (S) 24,934x	.08 .08 .08 .09	.05 .05 .055 .055	(I) (AP) (†) (126) (I-R) (UP) (J) (35)	Capital Times Co. A. M. Brayton	Wm. T. Evjue D. D. Dunn A. M. Brayton Don Anderson	G. R. Stephenson H. L. Casserly (sp) D. D. Mich H. McCormick (sp) Don Anderson (sn)	Tom C. Bowden (bm) H. L. Cowgill (cm) I. U. Sears M. F. Mergen (cm)	L. E. Heindel F. Van Kornenburg (n) H. A. Johnson (cl) E. J. Usher Penn Wright (n) George Hagen (cl)	F. B. Schillinger H. L. Luloff William Remmel (j)
MANITOWOC 23,000	Herald-News (e) 7,227 Times (e) 4,465	.05 .03	.... .03	(R) (UP) (J) (163)	A. O. Trippler	A. O. Trippler	Harold D. Smith Harry Chandler (sp)	A. O. Trippler P. Trippler (cm)	Joseph Logan Bess Nielsen (cl)	Herman Glasser Jos. Benjert (j)
MARINETTE 15,000	Eagle-Star (e) 4,787	.035	.035	(I-R) (AP) (†) (J) (163)	Eagle Ptg. Co., Inc.	Frank E. Noyes Ed W. LeRoy	F. J. Dillett Arthur Hanson (sp)	F. E. Noyes W. R. Schaefer (cm)	L. A. Drown Francis Goyette (cl)	H. C. Hanson
MARSHFIELD 8,100	News-Herald (e) 4,178	.03	.028	(I-R) (AP) (163)	News Pub. Co.	Howard A. Quirt	Floyd Tuscher Louis Schmall (sp)	Howard A. Quirt R. J. Henricks (cm)	Siegel Mayer	Michael J. Berg
MENASHA 8,657	Record (e)	.011	....	(I) (none)	Ira H. Clough	Ira H. Clough				
MERRILL 11,000	Herald (e) 3,593	.03	.025	(I) (AP) (J) (126)	W. B. Chilsen	W. B. Chilsen	John Gumtz Carla Foster (sp)	W. B. Chilsen M. N. Taylor (bm) Otto Nienow (cm)	M. N. Taylor Angela Hansen (cl)	Art Martinson
MILWAUKEE 544,200	Journal (e) 165,482 Sunday edition (S) 198,043 Leader (e) 49,642 Herold (e) 27,788 Sontagspost (S) 27,788 Sentinel (m) 75,185 Sunday edition (S) 176,555 Wisconsin News (e) 111,054	.32 .35 .12 .12 .12 .20 .37 .22	.22 .... .095 .... .11 .19 .15	(a) (AP, UP, CP, NYT, NYW) (NEA) (†) (mer) (J) (E) (Soc) (UP) (†) (J) (E) (58) (R) (AP, INS, UB) (†) (J) (14) (I) (AP, INS, UB) (†) (E) (16-90-36)	Harry J. Grant Victor L. Berger A. C. Backus John H. Black	L. W. Nieman Marvin Creager Victor L. Berger George Lounsbury Julius Liebman H. Hopkins (news) John G. Robert, Jr.	Murray Reed Sam Levy (sp) F. D. Moffett (Su) Frank Haggerty Ben Smith (sp) E. C. Hart George Downer (sp) Julius Liebman (Su) Herman Ewald A. J. Schinner (sp)	L. A. Webster Asst. Pub. L. L. Bowyer (bm) O. V. Fragstein (cm) E. H. Thomas (bm) Arthur Papke (cm) George N. Graham Harvey R. Habeck (bm) Ivan I. Spear (cm) P. L. Bajus (bm) George Schmid (cm)	Thomas P. Collins E. G. Horst (n) Harry Gwaltney (cl) Elmer A. Krahn Harry Bertram (cl) Irving Buntman George N. Graham Fred J. Chlupp (n) G. A. N. Thall (cl) J. N. Colver (adv. dir.) T. C. Sullivan (n) Benn Kinovsky (cl)	Frank Keating J. W. Goll (j) Theo. Swoers Harry Seymour (j) Harvey Habeck P. L. Bajus
MONROE 5,500	Times (e) 3,242	.03	.03	(R) (AP, INS) (J) (2)	Emery A. Odell	Harry B. Lyford Emery A. Odell	Harry B. Lyford	Emery A. Odell A. Baumann (cm)	Harry G. Bronson L. M. Conrad (n) R. Altmann (cl)	H. H. Holland Fred T. Odell (j)
NEENAH 15,000	News-Times (e) 1,913x	.021	....	(R) (UP) (30)	Clara A. Bloom					
OSHKOSH 33,200	Northwestern (e) 15,187x	.06	....	(R) (AP,UP) (†) (126)	O. J. Hardy	L. H. Torrey L. K. Bronson	Aaron Mace Ray Peterson (sp)	O. H. Hardy Fred R. Wiese (bm) G. A. Thomas (cm)	Charles Hellard O. J. Hardy (n)	F. F. W. Mueller
PORTAGE 8,000	Register-Democrat (e) 1,900	.021	.021	(R) (UP) (J) (none)	Wis. State Register	A. A. Porter J. D. Evans	T. Morrison F. Martin (sp)	A. A. Porter L. Giotti (cm)	A. A. Porter L. Giotti (cl)	W. F. Corenko
RACINE 74,400	Journal-News (e) 12,497x Times-Call (e) 10,517x	.05 .05	.04 .04	(R) (AP) (†) (2) (I-R) (UP) (51)	F. R. Starbuck Call Pub. Co.	F. W. Starbuck J. T. Griffith W. S. Goodland Frank Lovell	C. M. Christensen L. B. Cain (sp) A. Schmidtbauer Tom Sankey (sp)	F. R. Starbuck H. S. Mann (bm) H. T. Larsen (cm) H. C. Brown J. H. Heim (bm) E. C. Kisly (cm)	H. R. Le Poidevin H. S. Mann (n) G. Hilgers (cl) F. J. Heaton (n) Lester Maleid (cl)	T. J. Jude Frank Poulson

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

WISCONSIN (Cont'd)

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
RHINELANDER 7,319	News (m)	3,012	.03	.018	(I) (AP) (†) (163)	Rhinelander Pub. Co.	Clifford G. Ferris Jack Cory	Jack Cory	Clifford G. Ferris Dale Byrne (cm)	W. H. Yankee	Jack Johnson
SHEBOYGAN 35,100	Press (e)	15,666	.06	....	(I) (AP,UP) (†) (J) (163)	Press Pub. Co.	C. E. Broughton	Walter A. Pfister Sidney D. Kaye (sp)	C. E. Broughton O. B. Stielow, Jr. (cm)	A. C. Vande Repe E. S. Gerlat (n) Mona J. Pape (cl)	George A. Brand Chester Born (j)
STEVENS POINT 13,084	Journal (e)	6,366	.04	.03	(R) (AP) (J) (163)	Journal Ptg. Co.	Frank W. Leahy Guy W. Rogers	James W. Hull A. M. Pfiffner (sp)	Frank W. Leahy George Maurer (cm)	Guy W. Rogers Frank W. Leahy (n) George Maurer (cl)	N. P. Bonerts Leslie Clark (j)
STOUGHTON 5,647	Courier-Hub (e)	2,089	.025	.02	(I) (AP) (†) (163)	W. K. Mickelson	W. K. Mickelson Glenn L. Ballinger	Glenn L. Ballinger J. R. Grahl (sp)	W. K. Mickelson Charles Thacher (cm)	W. K. Mickelson Mrs. C. Wetmore (n)	J. R. Grahl
SUPERIOR 43,000	Telegram (e)	21,129	.08	.07	(I) (AP,UP) (†) (J) (E) (22-128)	J. T. Murphy	Gordon MacQuarrie (me)	Gordon MacQuarrie L. Fitzpatrick (sp)	Clough Gates P. J. Skamser (bm) E. F. Johnson (cm)	P. J. Skamser E. R. Kelly (n) Anne McKenzie (cl)	H. A. Nelson J. H. Somerville (j)
TWO RIVERS 11,000	Reporter (e)	2,250	.03	.025	(I) (AP) (126)	Mark R. Byers	Mark R. Byers	Mark R. Byers S. S. Althen (sp)	Walter Lahey Arlyle Watson (cm)	Walter Lahey Kurt Mueller (cl)	Ernest Kruck
WATERTOWN 11,500	Times (e)	3,592	.03	.026	(I) (UP) (J) (163)	J. P. Holland	J. P. Holland		S. J. Friedman	S. J. Friedman	Emil Doerr
WAUKESHA 17,600	Freeman (e)	3,360	.035	.023	(I) (UP) (J) (163)	Fireman Ptg. Co.	H. M. Youmans H. A. Youmans (me)	H. A. Youmans G. H. Koenig (sp)	H. A. Youmans (bm)	A. M. Bearder (n) R. C. George (cl)	H. A. Smith F. B. Birthrong (j)
WAUSAU 24,000	Record-Herald (e)	9,242	.05	....	(I) (AP) (†) (131)	J. L. Sturtevant	J. G. Sanders	E. D. Underwood D. Christenson (sp)	J. L. Sturtevant J. C. Sturtevant (bm) G. M. Stephenson (cm)	R. D. Sanche M. J. Boernke (cl)	
WISCONSIN RAP'S 9,884	Tribune (e)	5,728	.035	....	(I) (AP) (†) (163)	I. B. Romig	Carl Otto	George Frechette	I. B. Romig E. Schroeder (cm)	Henry Fey Edna Damnitz (cl)	Royal Kruger

WYOMING

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CASPER 22,450	Herald (m)	2,686x	....	....	(I-R) (AP) (†) (131-67)	Natrona City Tribune Inc.	J. E. Hanway	R. E. Evans C. A. Cooney (sp) Gene Martin (Su)	E. E. Hanway Kirk Baldwin (cm)	Thos. Daily Myrtle M. Keene (n) Helen Hanway (cl)	George Peck
	Tribune (e)	5,202x	....	....							
	Combined daily (me)	7,888x	.08	.057							
	Sunday edition (S)	7,036x	.08	....							
CHEYENNE 22,450	Wyoming State Tribune Leader (e)	6,520	.05	.045	(R) (AP) (83)	William C. Deming	John C. Thompson		J. H. Walton (bm)		
LANDER 3,350	Post (e)	....	.025	....	(R) (AP) (30)	Post Pub. Co.	W. J. Hines				
LARAMIE 9,566	Republican-Boomerang (e)	2,287	.03	.03	(I) (AP) (none)	Republican Pub. Co.	F. S. Burrage	G. A. Cook O. D. Campbell (sp)	F. S. Burrage J. B. Isberg (cm)	J. B. Isberg	A. R. Little
SHERIDAN 12,500	Post-Enterprise (e)	4,045x	.04	.033	(I) (AP) (†) (126-67)	Post Ptg. Co. Inc.	Charles W. Barton	H. F. Vickery L. L. McBride (sp) H. F. Vickery (Su)	Charles W. Barton Gladys Hicks (cm)	V. R. Blackledge Ralph Blackledge (n) Della Ridge (cl)	Leon Jesowski
	Sunday edition (S)	4,458x	.04	....							

NEWSPAPERS OF OUTLYING U. S. POSSESSIONS

ALASKA

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANCHORAGE 2,100	Times (e)	900	.025	....	(R) (AP) (J) (t) (156)	Times Pub. Co.	Chas. J. Fisk (me)	R. G. Southworth	Chas. J. Fisk		
CORDOVA 1,100 (Winter) 2,650 (Summer)	Times (e)	....	.023	....	(156)	H. G. Steel	H. G. Steel	Alan C. Faith	W. Irving (cm)		J. B. Dalagher
FAIRBANKS 1,155	News-Miner (e)	....	.036	....	(none)						
JUNEAU 3,058	Empire (e)	....	.04	....	(156)	Empire Ptg. Co.	John W. Troy				
KETCHIKAN 2,458	Chronicle (e	....	.036	....	(156)	Edward G. Morrissey					
	Sunday edition (S)	....	.053	....							
SEWARD 3,310	Gateway (e)	....	.025	....	(none)						
	Sunday edition (S)	....	.025	....							

PHILIPPINE ISLANDS

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MANILA 320,000	Bulletin (m)	6,031	.035	.023	(I) (AP) (112)	Bulletin Pub. Co.	Roy C. Bennett (me)	Walter Wilgus C. Alcott (sp)	Carson Taylor A. R. Tuohy (bm) Wm. Penn (cm)	A. R. Tuohy Domingo Quintos (cl)	Miguel Vamba
	Times (e)	3,785	.043	....	(I) (UP-INS) (none)	Times Co.	Hamilton Johnson (me)	Hamilton Johnson David Bogualav (sp) Ham'ton Johnson (Su)	E. A. Sehramick (bm) Domingo M. Valbuena (cm)	A. F. Gonzalez (n-cl)	A. Quiatson
	Sunday edition (S)	4,020	.043	....							
	La Vauguardia (e)	13,000	....	....							
	Talibia (e)	20,000	(native language)								
	Tribune (m)	11,745	....	....							
	Sunday edition	21,350	....	....							

FOR INDEX OF YEAR BOOK CONTENTS AND ADVERTISERS, SEE PAGES 318 AND 320

More Advertisers Endorse *Low Cost-One Paper* Coverage of the Rich Milwaukee Market!

Largest Circulation Daily and Sunday!

In 1928, The Milwaukee Journal both daily and Sunday, reached the highest circulation peaks ever attained by any newspaper in Wisconsin. The latest government report—shows The Sunday Journal's net paid average as 198,043 copies—leading the other Milwaukee Sunday paper by 21,488 copies! And The Journal daily net paid average of 165,482 represents a lead of 54,428 copies over the second Milwaukee paper and a lead of 90,297 copies over the third paper!

The Sunday Journal gained 30,243 copies in 1928 in contrast to the other Milwaukee Sunday newspaper's loss of 8,154 copies. And the daily Journal showed a gain of 7,168 copies while the second paper gained only 714 copies and the third newspaper showed a loss. This growing reader preference is based solely on the merit of The Milwaukee Journal as a newspaper. Premiums have never been used either to attract or retain readers.

EACH year more advertisers take advantage of the exceptional low cost selling opportunity made possible in the rich Milwaukee-Wisconsin market by the thorough coverage of The Milwaukee Journal—read in more than four out of every five Milwaukee homes. 1928 was no exception. The Journal *gained* 451,273 lines of paid advertising over the 1927 totals—in contrast to a *loss* of 419,814 lines by the second Milwaukee paper and a *loss* of 520,968 lines by the third Milwaukee newspaper!

The Journal's total for the year of 18,538,116 lines exceeded the totals of the other *two* Milwaukee newspapers *combined* by 3,228,948 lines.

Outstanding 1929 Sales Area

Milwaukee's record industrial employment, top prices for Wisconsin dairy products, and generally *good* business conditions in this fertile area, should place Milwaukee and The Journal at the top of every list of markets and media selected for intensive 1929 sales efforts.

5,038,391 Lines of National in 1928!

During 1928 The Milwaukee Journal published 5,038,391 lines of national advertising. This total represents a gain of 241,535 lines over 1927 figures and was the largest national volume in Journal history!

The growing leadership of this paper as the Milwaukee medium for national advertising is more than ever emphasized in 1928 figures.

The lineage published by The Journal in seven issues a week *exceeded* by 1,188,628 lines the volume carried in thirteen issues a week by the other *two* Milwaukee newspapers *combined!* And this growing Journal preference continues to be expressed in 1929. Paid lineage in The Journal Auto Show edition of January 13 broke all previous records and exceeded the total volume printed by both of the other papers combined in their 1929 Auto Show sections.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

Back of Scripps-Howard circulation figures are the honor and character of the makers. Circulation gains are never forced—never created artificially; they are the natural result of editorial enterprise and distinction—of the soul or spirit of the institution.

Scripps-Howard circulations are purposely kept largely within the confines of the trading territories, believing that advertisers desire to sell their goods at a profit instead of merely buying scattered circulation totals which may have no relation to practical, profitable selling.

There are many ways of making gains on a circulation statement but only one way to build genuine, productive circulation which sells advertised merchandise in fair ratio to the rate.

Scripps-Howard circulation is net—with returns deducted and inflation through premiums, contests, cut prices, bonuses to dealers notable by its absence.

Vitality in SCRIPPS-HOWARD CIRCULATION means *vitality* for your advertising

Scripps-Howard editorial enterprise wins and holds readers of the responsive type every advertiser desires. Here is circulation with a powerful ingredient . . . Reader-Faith!

Back of Scripps-Howard circulation growth are the outstanding editorial merit and world-wide facilities which make advertising a vital business force rather than merely a printed message.

[LITTLE DRAMAS IN THE LIFE OF A GREAT NEWSPAPER SYSTEM]

PAINTED FOR SCRIPPS-HOWARD NEWSPAPERS BY JAMES MONTGOMERY FLAGG

"It will cost you fifty thousand readers *if you change that front page*"

EARLY in 1927, Scripps-Howard purchased an old established newspaper in an Eastern City. Always a good newspaper, founded by an illustrious newspaper pioneer, it had, in recent years, yielded to the spell of jazz-journalism.

Ten minutes after the new editor took charge, he announced his intention of cleaning up the front page, eliminating the eight-column bludgeon headline, the racy over-emphasis and the sensational displays.

A chorus of protest went up from members of the old staff. "Better go easy, Sir!" cautioned one old-timer. "At least a fourth of our circulation is floating circulation, picked up, from day to day, by our front page features. It will cost you 50,000 readers, over night, if you change that front page."

This prophecy proved both true and false. The editor *did* lose 50,000 "floaters" almost over night; but he added 75,000 new and permanent *readers* within six months; a gain of 25,000 net, to the credit of cleaner and better newspaper service.

Scripps-Howard circulation is not obtained by hypodermics; by catchpenny sensationalism, prize contests and forced circulation schemes.

Their readers buy *Scripps-Howard* Newspapers because they want good newspapers; thorough, accurate and entertaining in their news-coverage. They get what they pay for and that is why they remain clannishly loyal to Scripps-Howard columns.

That, also, is why advertisers have found Scripps-Howard circulation the most responsive newspaper circulation in the United States.

NEW YORK . . *Telegram* SAN FRANCISCO . *News* DENVER *Rocky Mt. News*
CLEVELAND . . *Press* WASHINGTON . *News* DENVER . . *Evening News*
BALTIMORE . . . *Post* CINCINNATI . . *Post* TOLEDO . . . *News-Bee*
PITTSBURGH . . . *Press* INDIANAPOLIS . . *Times* COLUMBUS . . . *Citizen*
COVINGTON . *Kentucky Post—Kentucky Edition of Cincinnati Post*

AKRON . . . *Times-Press* YOUNGSTOWN *Telegram* KNOXVILLE *News-Sentinel*
BIRMINGHAM . . *Post* FORT WORTH . . *Press* EL PASO . . . . . *Post*
MEMPHIS *Press-Scimitar* OKLAHOMA CITY . *News* SAN DIEGO . . . *Sun*
HOUSTON . . . . *Press* EVANSVILLE . . *Press* TERRE HAUTE . . *Post*
ALBUQUERQUE . . . . *New Mexico State Tribune*

SCRIPPS-HOWARD NEWSPAPERS

MEMBERS AUDIT BUREAU OF CIRCULATIONS AND MEMBERS OF THE UNITED PRESS

[LITTLE DRAMAS IN THE LIFE OF A GREAT NEWSPAPER SYSTEM]

Painted for Scripps-Howard Newspapers by James Montgomery Flagg

Public opinion marched to jail with the editor who told the truth

A fine old city of the South was in the dark shadows of a shady administration. Corruption was so bad that it had debauched even the judiciary . . . with the result that a judge had been impeached.

In the midst of a judicial election, the city's SCRIPPS-HOWARD Newspaper reviewed all the ugly facts, pleading with the voters to at least cut the fetters throttling the justice of the bench.

Promptly the editor was cited for contempt of court. He was given the alternative of printing an apology or serving a ten-day jail term. He chose to stand by his facts. And the public stood by him . . . so heartily that he was escorted to jail by a band and a long parade of cheering citizens.

During his ten-day sentence, he was visited by thousands of his townsmen, many bringing gifts of food, smokes and other comforts. Upon his release, one of the biggest mass meetings in the city's history was held in the public square, in his honor.

The SCRIPPS-HOWARD editor is able to stand by his guns under any fire, because he has no boss save public interest. Owned from within, and free of all entangling alliances, SCRIPPS-HOWARD Newspapers recognize but one taskmaster . . . the public welfare.

The resulting reader-confidence makes the columns of these newspapers a power to be reckoned with in their communities . . . both for the welfare of the citizen and the advertiser.

NEW YORK . . *Telegram* SAN FRANCISCO . *News* DENVER *Rocky Mt. News*
CLEVELAND . . *Press* WASHINGTON . *News* DENVER . . *Evening News*
BALTIMORE . . . *Post* CINCINNATI . . *Post* TOLEDO . . . *News-Bee*
PITTSBURGH . . . *Press* INDIANAPOLIS . . *Times* COLUMBUS . . . *Citizen*
COVINGTON . *Kentucky Post—Kentucky Edition of Cincinnati Post*

AKRON . . . *Times-Press* YOUNGSTOWN *Telegram* KNOXVILLE *News-Sentinel*
BIRMINGHAM . . *Post* FORT WORTH . . *Press* EL PASO . . . . . *Post*
MEMPHIS *Press-Scimitar* OKLAHOMA CITY . *News* SAN DIEGO . . . *Sun*
HOUSTON . . . . *Press* EVANSVILLE . . *Press* TERRE HAUTE . . *Post*
ALBUQUERQUE . . . . *New Mexico State Tribune*

SCRIPPS-HOWARD NEWSPAPERS

MEMBERS AUDIT BUREAU OF CIRCULATIONS AND MEMBERS OF THE UNITED PRESS

NEW YORK . *Telegram* SAN FRANCISCO . *News* INDIANAPOLIS . . *Times*
CLEVELAND . . *Press* WASHINGTON . . *News* DENVER . *Rocky Mt. News*
BALTIMORE . . *Post* CINCINNATI . . . *Post* TOLEDO . . . *News-Bee*
PITTSBURGH . *Press* COVINGTON *Kentucky Post* COLUMBUS . . . *Citizen*
—Kentucky Edition of Cincinnati Post

AKRON . . *Times-Press* YOUNGSTOWN *Telegram* KNOXVILLE *News-Sentinel*
BIRMINGHAM . . *Post* FORT WORTH . . *Press* EL PASO . . . . . *Post*
MEMPHIS *Press-Scimitar* OKLAHOMA CITY *News* SAN DIEGO . . . . *Sun*
HOUSTON . . . . *Press* EVANSVILLE . . . *Press* TERRE HAUTE . . *Post*
ALBUQUERQUE . . . . *New Mexico State Tribune*

SCRIPPS-HOWARD NEWSPAPERS

MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS AND MEMBERS OF THE UNITED PRESS

NATIONAL ADVERTISING DEPARTMENT, *William S. Cady*, DIRECTOR, 250 PARK AVENUE, NEW YORK

CHICAGO · SAN FRANCISCO · DETROIT · LOS ANGELES · ATLANTA · PHILADELPHIA

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILY NEWSPAPERS

ALBERTA

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CALGARY 78,000	Albertan (m)	14,413x	.06	....	(I-L) (CanP) (J) (110-149-15c-18c)	G. M. Bell (Pres.)	G. E. Leighton (me)	Sam Ross Harry Scott (sp)	G. F. Gameroy G. Cameron (cm)	W. A. Anderson B. Marshall (cl)	L. S. Walker E. L. Middlemast (j)
	Herald (e)	27,534x	.09	.09	(I) (CanP-UP) (1c-5c-47-12c)	Calgary Herald, Ltd.	J. H. Woods C. A. Hayden	Dan Campbell Ralph Wilson (sp)	J. H. Woods W. J. Watson (bm) A. J. Hilliker (cm)	O. L. Spencer J. D. MacMillan (cl)	Frank Milne
EDMONTON 69,774	Journal (e)	29,729x	.09	.0625	(I) (CanP-AP,UP,BUP) 47-C1-C5-C12)	Journal, Ltd.	A. B. Watt C. R. Morrison	H. F. McPherson Geo. Macintosh (sp)	John M. Imrie Perry J. Giffen (bm) H. V. Wootton (cm)	George B. Cooper Roy Hagerman (cl)	
	Bulletin (e)	14,873x	.06	....	(I) (CanP) (J) (123)	Charles E. Campbell	John Howey W. A. Degraves (me)	Reginald Hammond (sp)	Robt. J. Robb (bm) Howard Watson (cm)	John C. Macquarrie	A. M. Norman James Bill (j)
LETHBRIDGE 12,375	Herald (e)	6,363x	.035	....	(I-L) (CanP) (J) (47)	W. A. Buchanan	W. A. Buchanan H. G. Long	C. F. Steele W. Hay (sp)	A. Buchanan J. Torrence (bm) L. Lindsay (cm)	J. Torrance R. D. MacQueen (cl)	S. N. Trew T. Evans (j)
MEDICINE HAT 11,500	News (e)	1,702x	.0[illegible]	.025	(L) (CanP) (J) (49)	Medicine Hat News Ltd.	A. J. N. Terrill	T. A. Maxwell George Milburn (sp)	A. J. N. Terrill T. R. Osborne (bm) R. J. Worth (cm)	T. R. Osborne J. Grey (n) R. J. Worth (cl)	E. McB. Forbes E. Downing (j)

BRITISH COLUMBIA

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
NANAIMO 10,000	Free Press (e)	2,500	.02	.015	(I) (CanP) (J) (none)	Thos. B. Booth	Thos. B. Booth		L. R. Booth (cm)	L. R. Booth	R. J. Stewart R. Norris (j)
NELSON 7,200	News (m)	4,601	.03	.03	(C) (CanP) (J) (132-49)	F. F. Payne	H. H. Currie F. F. Payne	J. P. Curran Cyril Jackman (sp)	F. F. Payne A. D. Pochin (cm)	Carl Arbo J. B. Stark (cl)	K. S. Hudson Nelson Ball (j)
NEW WESTMINSTER 18,000	British Columbian (e)	4,500	.029	.029	(C) (UP) (J) (none)	Sen. J. D. Taylor	R. A. McLellan Sen. J. D. Taylor	Vic E. Andrew (sp)	C. D. Peele (bm)	E. H. Sands	C. D. Peele
PRINCE RUPERT 7,500	News (e)	1,724	.025	.025	(I) (CanP) (d) (C15)	H. F. Pullen	H. F. Pullen	H. F. Pullen G. A. Hunter (sp)	H. F. Pullen J. Torrence (bm) George Wilson (bm)	George Wilson	McCorkindale
	Empire (e)	.....	.018	....	(I) (d) (none)	S. M. Newton					
TRAIL 7,500	Bulletin (e)	1,553	.025	.025	(I) (CanP) (J) (none)	Trail Times Co. Ltd	W. A. Curran	M. Turner	W. A. Curran M. Clark (bm)	M. Clark	S. J. McDonald
VANCOUVER 101,360	Province (e)	78,824	.13	.13	(I) (CanP,UP,AP,LT,CT) (47)	F. J. Burd	Roy W. Brown		F. J. Burd John Russell (bm)	W. C. Russell	
	Sunday edition (S)	90,327	.15	.15							
	Star (m)	20,775	.08	.055	(I) (CanP) (†) (C3-C8-10)	Victor W. Odlum	J. Edward Norcross W. E. Bone	J. B. Eberts Sy Moyer (sp)	E. F. Odlum (bm) J. A. Grant (cm)	J. G. McLean J. G. MacFarlane (cl)	L. Boyd
	Sun (e)	69,147	.15	.115	(I-L) (†) (J) (C13-132-159-13)	A. J. Cromie	H. Weir H. A. Stein	J. Brown A. Lytle (sp)	P. J. Salter (Compt.) S. Griffis (bm) H. F. Gates (cm)	S. Griffis G. A. Cran (n) W. J. Winter (cl)	E. Rorke (j)
VICTORIA 40,150	Colonist (m)	10,362	.055	.06	(C) (CanP) (†) (J) (C12-C14-132-159-13)	J. S. H. Matson	Charles Swayne	T. Harry Wilson V. Gravlin (sp) A. G. Sargison (Su)	J. L. Tait A. G. Hawkins (cm)	Alex T. Stewart	Harry Buckle E. A. Gallop (j)
	Sunday edition (S)	13,001	.055	....							
	Times (e)	9,645	.05	.05	(L) (AP-CanP) (E) (47)	Times Ptg. & Pub. Co. Ltd.	B. C. Nicholas	A. Wills	W. B. Monteith R. G. Thomas (bm) A. Jones (cm)	W. A. Patterson	

MANITOBA

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BRANDON 17,890	Sun (e)	4,503	.025	....	(I-C) (CanP) (J) (none)	J. S. Whitehead	W. Noakes		J. B. Whitehead (bm) Miss H. Barlow (cm)	W. J. Coyle (n)	J. Hanley
PORTAGE LA PRAIRIE	Graphic (e)	.....	.016	....	(I) (J) (none)	Graphic-Liberal Ptg. Co. Ltd.	G. R. Porter		M. Hawley		N. S. Smith
THE PAS 5,000	Northern Mail (e) (new daily)		.025	....	(I) (CanP) (J) (none)	George A. Ball (Pres.) S. L. Bom (V. P.)	Fred Johnson		P. G. Galbraith William Anger (cm)	P. C. Galbraith	F. J. Hobbs
WINNIPEG 202,377	Free Press (m)	24,504x	....	....	(I) (AP,CanP,BUP) (C11-47)	Manitoba Free Press Co. Ltd.	John W. Dafoe R. G. Dafoe	A. E. Coe (m) H. Wolfe (e) W. G. Allen (sp)	E. H. Macklin Maj. J. W. Sifton (Sec.-Treas.) J. F. Sweeney (cm-city) George Cowan (cm-country)	C. A. Smith B. Campbell (P. Mg.) George Titus (cl)	H. W. Cooper
	Free Press Bulletin (e)	46,167x	....	....							
	Combined daily (me)	70,671x	.15	.14							
	Tribune (e)	38,698x	.10	....	(I) (CanP) (Ap INS) (C1-C5-E2-158-C12)	Tribune Newspaper Co. Ltd.	W. L. McTavish W. Walling (news-ed)	F. J. O'Malley B. H. Borcham (sp C. V. Combe (Sat)	M. E. Nichols (V. P.-Mgr. Dir.) W. McCurdy (bm) R. Hudson (cm)	A. W. Moscarella R. F. Dawkins (cl)	

NEW BRUNSWICK

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
FREDERICTON 9,000	Gleaner (e)	7,305	.035	....	(C) (none)	Gleaner, Ltd.					
	Mail (e)	.....	.011	....	(I) (UP) (J) (none)	Mail Ptg. Co.	R. P. Allen				
MONCTON 24,000	Times (m)	4,765	.02	.02	(L-C) (CanP) (J) (none)	Times Ptg. Co.	J. S. Boyd	C. W. Madison Clair Ganong (sp)	J. C. Keating	J. C. Keating	C. G. Wilson A. G. Stultz (j)
	Transcript (e)	5,743	.03	....	(I-L) (AP,CanP) (J) (none)	O. L. Barbour	O. L. Barbour B. S. Robb	H. Hayes (sp)	W. G. Ayers (bm) F. Kennedy (cm)	J. Cook	Jas. Condon (j)
ST. JOHN 62,066	Telegraph-Journal (m)	18,332	....	....	(I) (CanP-BUP) (81)	New Brunswick Pub. Co. Ltd.	A. M. Belding P. X. Jennings	A. W. Trohne (m) F. I. McCafferty (e) K. E. MacLauchlan (sp)	T. F. Drummo L. W. Bewick (bm) P. H. Butler (cm)	P. H. Butler L. Hennigar (cl)	W. E. Swin
	Times-Globe (e)	14,129	....	....							
	Combined daily (me)	32,461	.12	....							

NOVA SCOTIA

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AMHERST 9,998	News (e)	.....	.021	....	(I-C) (J) (none)	News-Sentinel, Lt.	N. S. Sanford		G. Zwicker		H. N. Cumbley
GLACE BAY 20,000	Gazette (e)	6,287	.025	.02	(I) (AP,CP) (†) (81-49)	A. D. Macneill	Joseph MacDonald	C. C. Ogilvie (sp)	A. D. Macneill E. MacEachern (cm)	D. A. Cameron	W. T. Connolly
HALIFAX 60,190	Chronicle (m)	13,841	....	....	(I-L) (CanP) (C3-C15)	Chronicle Co. Ltd.	A. F. MacDonald Harvey W. Jones	W. D. MacNeill W. J. Foley (sp)	James R. MacGregor J. G. Rafuse (bm) R. S. Tulloch (cm)	G. P. Greene R. S. Theakston (cl)	
	Star (e)	15,831	....	....							
	Combined daily (me)	29,672	.09	.09							
	Herald (m)	22,666	....	....	(I-C) (AP, CanP, BUP) (mer) (†) (22-128)	Halifax Herald, Ltd.	W. H. Dennis R. J. Rankin	E. E. Kelley (m) H. Wier (e) J. E. Abern (sp)	W. H. Dennis A. W. Robb (bm) G. H. Gillis (cm)	J. A. McCurdy A. W. Robb (n) O. D. McNaughton (cl)	Patrick Doherty
	Mail (e)	18,135	....	....							
	Combined daily (me)	40,801	.12	....							

(*Continued on page 122*)

The Winnipeg Free Press

carried **14,988,378** lines of Paid Advertising in 1928—a **GAIN** for the year of **1,136,141** lines.

National Display Advertising . . .

in the Free Press in 1928 amounted to 4,192,083 lines—a **GAIN** of **583,104 lines** in this classification.

Local Display Advertising . . .

The Free Press **GAINED 326,823 lines** of Local Display Advertising, to make a total in this classification of 7,530,465 lines.

. . . and it likewise **GAINED 226,214 lines** of

Classified Advertising

to make a total for Classified of 3,265,830 lines.

These figures record a year of new high-water marks in the volume of advertising carried by Western Canada's Leading Daily Newspaper.

Manitoba Free Press Company Limited

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES—Continued

NOVA SCOTIA (Cont'd)

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
NEW GLASGOW 10,215	News (e)	3,300	.015	.015	(C) (CanP) (J) (none)	Scotia Printers, Ltd.	J. W. H. Sutherland	J. H. Smith (sp)	J. W. H. Sutherland. W. J. Flynn (cm)	W. J. Flynn	J. W. Fraser D. C. Ross (j)
SYDNEY 25,000	Post (m)	3,249	....	....	(L-C) (CanP) (110)	Post Pub. Co. Ltd.	N. Milton Browne H. P. Duchemin	N. Milton Browne (sp)	Allan D. Jost (bm) G. McDonald (cm)	James Gavell Doris Cunningham (cl).	James Gavell
	Post (e)	2,573	....	....							
	Combined daily (me)	5,822	.03	.02							
	Record (e)	.....	.015	....	(L) (CanP) (44)	Record Pub. Co. Ltd.	H. F. S. Pakley E. L. Coleman (mgr-dir)		E. C. McDonald (cm)		C. W. Lewis
TRURO	News (e)	1,056	.023	....	(I) (CanP) (J) (19a-49)	News Pub. Co. Ltd.	G. E. Herman		A. R. Coffin		J. W. Doane R. L. Parks (j)

ONTARIO

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BELLEVILLE 12,803	Intelligencer (e)	.....	.02	....	(C) (J) (none)	S. B. Dawson	W. H. Goodman				
	Ontario (e)	.....	.02	....	(Cla)	W. H. Morton	F. W. Rathman		W. H. Morton (bm) B. M. Ashley (cm)	A. G. Davis (n)	J. Cordes
BRANTFORD 30,000	Expositer (e)	10,954	.04	....	(I) (CanP) (†) (149-110 C15)	Preston & Son, Ltd.					
BROCKVILLE 12,000	Recorder & Times (e)	4,427	.02	.02	(I-L) (CanP) (J) (d) (none)	Recorder Ptg. Co. Ltd.	T. W. Major H. R. Morgan	A. E. Amonde	W. J. Moore (bm)	James Edwards	S. W. Bull (j)
CHATHAM 18,350	News (e)	6,773	.035	.025	(I) (CP) (†) (32)	W. J. Taylor	R. W. Angus	R. W. Angus W. Scurr (sp)	E. C. Young J. A. Farrell (cm)	E. C. Young	
FORT WILLIAMS 23,544	Times-Journal (e)	6,463	.025	.025	(I) (AP,CanP) (J) (none)	Times-Journal of Fort Williams, Ltd. D. S. Smith	J. R. Lumby (me)	H. Bedford F. Edwards (sp)	D. Smith (bm) Geo. Macdonald (cm)	A. E. Craig	F. Stephens J. A. Doak (j)
GALT 13,500	Reporter (e)	5,088	.0225	.02	(I) (CanP) (none)	Galt Publishers, Ltd.	Allan Holmes (me)	Earl Werstein (sp)	Allan Holmes E. Lee (bm)	J. Slaight	G. Hogan
GUELPH 21,000	Mercury (e)	5,739	.03	.03	(I) (CanP) (49)	J. I. McIntosh	Wm. Templeman J. I. McIntosh	J. F. Collins (sp)	J. I. McIntosh R. M. Hamilton (bm) T. Collins (cm)	E. P. Rust	T. Bates
HAMILTON 131,096	Herald (e)	14,423	.06	.06	(I) (AP-CanP) (110-149)	Hamilton Herald, Ltd.	A. E. S. Smythe W. J. McNaer	J. W. Tremlett P. J. Jones (sp)	R. B. Harris R. B. Brent (cm)	George Davis B. B. Stewart (n) Miss M. Harris (cl).	Wm. Hughes
	Spectator (e)	37,007	.10	.10	(I-C) (AP,UP,CanP) (†) (158)	Hamilton Spectator Ltd.	Wm. Mullins	J. A. McKenty W. C. McMullins (sp)	F. I. Ker F. L. Britton (cm)	James R. Allan	George R. Allan
KINGSTON 26,226	Whig-Standard (e)	11,593	.045	.045	(I) (CanP) (159)	Whig-Standard Co. Ltd.	W. R. Davies	A. L. Davies Fred C. Beaudry (sp)	H. B. Muir George F. Palmer (cm)	H. B. Muir	
KITCHENER 28,000	Record (e)	9,549	.035	.035	(I) (CanP) (J) (none)	News Record, Ltd.	W. J. Mett	A. H. Lowe S. S. Shantz (sp)	W. J. Motz Jos. Taylor (cm)	T. H. Kay Miss G. E. Conrad (cl).	Wm. Besserer
LINDSAY 8,000	Post (e)	3,479	.025	.025	(I) (d) (78)	George H. Wilson					
LONDON 68,000	Advertiser (m)	15,833	....	....	(L) (AP-CanP) (C14)	Advertiser Co. Ltd.	M. Rouse	T. R. Elliott Chas. Grafton (sp)	Frank Adams O. Zoellner (cm)	R. Hamilton J. Wismer (cl)	J. Dalton
	Advertiser (e)	3,992	....	....							
	Combined daily (me)	19,825	.06	.06							
	Free Press (m)	26,711	....	....	(L-C) (CanP) (†) (132)	A. S. Blackburn	A. R. Ford	C. E. Carruthers Wm. Rhodes (sp)	A. S. Blackburn C. Thomas (bm) W. J. Bruce (cm)	W. E. Gunn H. J. Hamilton (cl).	Mel Parkinson
	Free Press (e)	15,150	....	....							
	Combined daily (me)	41,861	.09	.09							
NIAGARA FALLS 19,013	Review (e)	4,659	.02	.015	(I) (CanP) (J) (none)	F. H. Leslie, Ltd.	James M. Cowan	James M. Cowan	F. H. Leslie	D. N. Fielding	Pat Haffey C. A. Styles (j)
OSHAWA 26,500	Times (e)	4,956	.03	.03	(I) (CanP) (J) (130-16)	Mundy Ptg. Co. Ltd.	A. R. Alloway		C. M. Mundy A. R. Alloway (bm) H. Boyce (cm)	T. L. Wilson	
OTTAWA 140,000	Citizen (m)	7,837	....	....	(I) (AP,CanP) (†) (158-C6-C15-C12)	Citizen Pub. Co. Ltd.	C. A. Bowman T. D. Finn	R. L. Brindley E. Baker (sp)	H. S. Southam (V. P-man. dir.) J. P. Kenney (bm). T. V. Armstrong (cm)	F. W. Crabbe V. M. Young (cl)	
	Citizen (e)	24,163	....	....							
	Combined daily (me)	32,000	.09	.09							
	Journal (m)	7,930	....	....	(I) (CanP) (AP) (†) (51)	Journal Pub. Co. of Ottawa, Ltd.	E. Norman Smith T. G. Lowrey	V. M. Kipp B. O'Meara (sp) W. M. Gladish	R. F. Parkinson W. A. Ferry (bm) T. V. Armstrong (cm).	J. W. Cockburn J. L. Potter (cl)	M. Powell
	Journal (e)	24,072	....	....							
	Combined daily (me)	32,002	.09	.09							
	Le Droit (e)	12,534	.05	.04	(I) (CanP) (†) (J) (10)	Le Syndicat D'Oeuvres Sociales	Charles Gautier	Emile Boucher Aville Julien (sp)	Joseph Goulet Edm. Lemieux (bm) Ch. Laplante (cm)	Edmond Lemieux	Eugene Beaudry
OWEN SOUND 12,368	Sun-Times (e)	6,254	.025	.025	(I) (CanP) (†) (J) (E) (none)	Howard Fleming	M. B. Dulmage (me)	Jos. Beauclerc A. Davidson (sp)	Howard Fleming C. Duncan (cm)	H. B. Moffat H. Fleming (n)	G. Mead
PETERSBOROUGH 22,012	Examiner (e)	7,578	.03	.027	(I (CanP) (J) (110-149)	The Examiner, Ltd.	F. D. Craig John R. Heron	G. W. Craw	R. M. Glover R. A. Hoylman (cm).	J. Callander R. M. Glover (n) J. Callander (cl)	H. E. Mountstephen
PORT ARTHUR 18,305	News-Chronicle (e)	4,566	.025	.024	(I) (CanP) (J) (none)	News-Chronicle Pub. Co. Ltd.	F. B. Allen	O. F. Young Frank Brooks (sp)	E. R. MacKay D. R. Harrison (bm). P. W. White (cm)	John Manning J. N. Sisson (cl)	Jack Saunders Harold Stanworth (j)
PORT HOPE 4,960	Guide (e)	1,200	.013	....	(L) (J) (none)	Geo. Wilson & Son	F. W. Wilson	Malcolm B. Bennett	F. W. Wilson D. H. Wilson (bm).	Donald H. Wilson	
	Times (e)	4,200	.025	....	(C) (CanP) (J) (110-49-Cla)	Amalgamated Publishers					
ST. CATHARINES 23,500	Standard (e)	9,942	.04	.03	(I) (CanP-UP) (J) (10-49)	H. B. Burgoyne	H. L. Walsh H. B. Burgoyne	W. A. Moore E. B. Burgoyne (sp)	H. B. Burgoyne V. S. Moyer (bm) E. H. Cobley (cm)	H. M. Gadsby H. B. Burgoyne (n) N. E. Chepmell (cl)	J. H. Carroll R. Birbeck (j)
ST. THOMAS 20,654	Times-Journal (e)	8,503	.03	.025	(I) (CanP) (none)	L. H. Dingman	Thomas Keith		L. B. Birdsall N. Whitmore (sp)	W. L. Agnew (bm) G. C. Stewart (cm)	M. B. Housley W. L. Agnew (n)
SARNIA 19,500	Canadian Observer (e)	6,008	.022	.022	(I) (CanP) (none)	Canadian Observer, Ltd.	H. M. Hueston		W. A. Tennant O. N. Wilson (sp)	A. D. McKenzie B. C. Smith (cm)	W. J. Batten W. R. Smith (n) C. C. Manou (cl)
SAULT STE. MARIE 23,000	Star (e)	6,127	.025	.025	(I) (CanP) (J) (none)	J. W. Curran	J. W. Curran		J. C. Richardson S. Johnston (sp)	J. W. Curran I. N. Petelka (cm)	I. Cunningham J. W. Curran (n)
STRATFORD 18,650	Beacon-Herald (e)	8,737	.04	.025	(I) (CanP) (J) (none)	L. H. Dingman	A. R. Kennedy		T. J. Dolan J. C. Burn (sp)	Chas. D. Dingman C. C. Cavell (cm)	J. A. Triller C. D. Dingman (n). W. J. Davidson (cl).

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES—Continued

ONTARIO (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
TORONTO 621,000	Globe (m) 100,136	.20	....		W. G. Jaffrey					
	Mail & Empire (m) 115,408	.20	.13	(C) (AP-CanP) (E) (96)	John Scott	C. A. C. Jennings John B. Hanna	Murdock B. McDonald Edwin Allan (sp)	John Scott W. A. Peacey (Secy.) R. D. M. Decker (cm)	R. Bruce Owen W. J. J. Butler (n) F. H. Silman (cl)	A. Irwin
	Star (e) 170,125 Sunday edition (S) 198,064	.23 .31	.14 .18	(I-L) (AP,CP,CanP,UP,INS) (*Su) (J) (51-14)	J. E. Atkinson	J. T. Clark H. C. Hindmarsh	David Rogers W. A. Hewitt (sp) J. H. Cranston (Su)	W. C. R. Harris (bm) W. L. Argue (cm)	W. C. R. Harris F. L. Tate (cl)	A. C. F. West J. J. Welsh (j)
	Telegram (e) 127,938	.23	.14	(I-C) (CanP-BUP) (E) (158)	Trustees of the J. Ross Robinson Estate	Irving E. Robertson C. O. Knowles (ms) J. H. Snider (me)	Major Bert Wemp I. P. Fitzgerald (sp)	A. T. Chadwick (bm) Wm. Elder (cm)	N. T. Bowman	
WINDSOR 115,000	Border Cities Star (e) 33,010	.10	.075	(I) (CanP-UP) (J) (E) (none)	W. F. Herman	W. F. Herman Ellison Young	W. H. Vaughan R. F. Gibson (sp)	H. A. Graybell R. J. Sallans (bm) C. E. Traunicek (cm)	R. J. Newell R. J. Sallans (n) K. McKay (cl)	J. Braddock C. G. Mortenson (j)
WOODSTOCK 10,685	Sentinel-Review (e) 6,035	.03	.03	(I) (CanP) (†) (J) (110-149)	Sentinel-Review Co. Ltd.	W. M. Hood W. J. Taylor	O. T. G. Martin	W. J. Taylor	E. S. Hunter	P. H. Medcalf (j)

PRINCE EDWARD ISLE

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CHARLOTTETOWN 14,000	Guardian (m) 5,110	.03	.02	(I-C) (CanP-BUP) (J) (81)	J. R. Burnett	J. R. Burnett				
	Patriot (e) 3,921	.02	....	(d) (none)	Patriot Pub. Co.	Reuben MacDonald				

QUEBEC

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CHICOUTIMI 17,551	Le Progres du Saguenay (e) 7,432	.04	.03	(I) (CanP) (†) (J) (10)	A. F. Mercier	Eug. L. Heureaux	E. P. Belleau	A. F. Mercier T. L. Simard (bm) A. Alain (cm)	M. Ribaud Thos. L. Simard (n)	R. R. Gremon
LEVIS 10,470	Le Quotidien (e)	.015	....	(L) (d) (none)	La Cie. de Publication du Canada, Ltee.					
MONTREAL 1,032,385	Le Canada (m) 11,330	.07	....	(L) (CanP) (J) (none)	La Cie. de Publication du Canada, Ltee.	F. Rinfret, M.P.				
	Le Devoir (e) 12,746	.06	.06	(I) (CanP) (J) (81)	Imprimerie Populaire, Ltd.	Henri Bourassa Louis Dupire	Louis Robillard X. E. Narbonne (sp)	Georges Pelletier Nap. Lafortune (bm) L. Lerrain (cm)	A. Montambault	J. O. Beaudet O. D. Brousseau (j)
	Gazette (m) 38,225	.09	.09	(L-C) (AP CanP) (J) (E) (61)	Gazette Pub. Co. Ltd.	Paul Bilkey J. A. McNeil	Louis Slattery Wm. Morrison (sp)	Fred Lawson (cm)	W. J. C. Sutton	John Hayes T. Winfield (j)
	Herald (e) 12,796	.06	.05	(L) (AP,CanP) (J) (E) (58)	Herald Pub. Co. Ltd.	C. L. Sibley	H. Newman E. W. Ferguson (sp)	A. C. Morton B. E. Noble (cm)	P. H. Devenish	J. Reilly J. Ewins (j)
	Journal* (e) (new daily)	.05	.05	(I) (INS) (none)	Lawrence M. Wilson	Lawrence M. Wilson Horace S. Smith	James V. Hickey Hugh McCormick (sp)	Lawrence M. Wilson Charles Manila (cm)	C. A. Evans	Thomas Gowans
	*(Note: Date of establishment—December 24, 1928)									
	La Patrie (e) 27,282 Saturday edition (Sat) 50,789	.09 .09	.08	(C) (CanP) (*Sat) (J) (E) (83-C15-E1)	La Patrie Pub. Co. Ltd.	J. A. Gauthier E. Letellier	J. C. Lefrancois H. Lavigne (sp)	J. N. A. Perrault O. L. Bourque (cm)	Jean Nolin Leo La Voie (n) A. F. Beaugrand (cl)	P. Durocher Armand Legault (j)
	La Presse (e) 163,304x Saturday edition (Sat.) 194,533x	.22 .22	....	(I) (CanP) (*Sat) (†) (J) (E) (115)	La Cie de Publication de La Presse, Ltd.	Oswald Mayrand	Hervé Major A. Laberge (sp)	J. P. Callaghan (bm) J. E. Bourgeault (cm)	J. P. Callaghan J. M. McCraw (cl)	H. Lionais Art. Fontaine (j)
	Standard (Sat.) 107,788	.15	.12	(I) (AP-CP-BUP) (*Sat) (58-C14)	Standard Pub. Co. Ltd.	Frederic Yorston	P. James McDonagh R. A. Cochrane (Su)	Frederic Yorston R. B. Gay (bm) (cm)	R. B. Gay	Charles Scott
	Star (e) 118,275	.162	.155	(I) (AP-CanP-CT-BUP) (†) (28-99-C12-C10-C7-C2)	Lord Atholstan	A. R. Carman A. J. West (exec-ed)	H. C. Todd P. Spanjaardt (sp)	Lord Atholstan E. R. Whitrod (asst. bm) W. J. Little (cm)	H. G. Brewer	V. Filteau
QUEBEC 135,993	L'Action Catholique (e) 17,644 Saturday edition (Sat.) 28,100	.07 .07	.05	(I) (BUP) (J) (E) (10) (C9)	L'Action Sociale, Ltd.	Rev. F. Blanchet Dr. Jules Dorion	Isidore Carrier M. Descarreaux (sp)	N. J. Proulx A. Emond (bm) M. Turmel (cm)	Arthur Brosseau Antonio Dussault (n) N. A. Vaillancourt (cl)	Laureat Kirouac A. Juneau (j)
	Chronicle-Telegraph (e) 6,390	.04	....	(I) (CanP) (†) (J) (E) (10)	Chronicle-Telegraph Pub. Co. Ltd.	A. G. Penny	Roy Halpin (sp)	E. G. Smith L. A. Campeau (cm)		U. Savard (j)
	L'Evenement (m) 20,634	.06	.06	(I) (CanP) (mer) (J) (none)	J. H. Fortier	J. E. Barnard	Edm. Chassé Jos. Morasse (sp)	P. G. Jalbert P. A. Robitaille (cm)	E. Castonguay R. Simard (n) E. Dion (cl)	D. Emond
	Le Soleil (e) 45,719	.12	....	(L) (AP-UP-CanP) (†) (J) (E) (61)	Le Soleil, Ltee.	J. Chas. Harvey	Lorenzo Labrecque J. C. Mercier (sp)	Henri Gagnon Omar Roberge (cm)	J. N. Thivierge Alf. Morissette (cl)	Rod Valois F. Lachance (j)
SHERBROOKE 27,002	Record (e) 9,443	.05	.05	(I) (CanP) (none)	Sherbrooke Record Co.	G. Miller E. G. Pierce	J. K. Flaherty Norman Williams (sp)	E. G. Pierce C. P. Buckland (cm)	C. P. Buckland	
	La Tribune (e) 8,579	.04	.03	(I-L) (CanP) (†) (J) (22-128)	La Tribune, Ltd.	Florian Fortin L. P. Robidoux	Aurele Goyer L. C. O'Neil (sp)	Florian Fortin Philippe Doyon (cm)	Leo Lamothe	A. Hoard
THREE RIVERS 35,000	LeNouvelliste (e) 10,214	.04	.03	(I) (CanP) (†) (10)	La Cie de Publication Le Nouvelliste, Ltee.	J. H. Fortier Emile Jean (me)	Albert Plouffe O. Heroux (sp)	Emile Jean (bm) Laurent Paradis (cm)	Paul Dupuis René Decelles (n) I. Morrissette (cl)	L. P. Dion

SASKATCHEWAN

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MOOSE JAW	Herald (m) 2,327x Times (e) 4,534x Combined daily (me) 6,861x	.... .05	.... .05	(I-L) (CanP) (J) (C15-149)	Times Co. Ltd.	Thomas Miller	F. J. Workman Charles Richie (sp)	Thomas Miller O. R. Reid (cm)	J. H. Drynan	J. S. Clark
PRINCE ALBERT 8,000	Herald (e) 2,705	.02	....	(I) (CanP) (none)	John Eagle	D. Macdougall		John Eagle W. R. Eagle (bm)	W. L. Davis	J. J. Flynn
REGINA 85,000	Leader (m) 24,430x Post (e) 7,391x Combined daily (me) 31,821x	.... .09	.... .09	(L) (CanP) (BUP) (J) (47)	Leader Pub. Co. Ltd.	Burford Hooke A. M. Raymond (news)	G. H. Craik (m) H. H. Page (e) J. Burnett (sp-m) A. Murray (sp-e)	Burford Hooke W. Lord (cm)	H. Saul	N. L. Lance
	Star (e) (new daily)	.06	.055	(I) (CanP-INS) (132-C4)	Charles E. Campbell	Frank Wright A. G. Rose	F. E. Coucher C. H. Fairman (sp)	Harry J. Ford (bm) George E. Clarke (cm)	H. Frank Bird R. McLaughlin (cl)	C. R. Campbell
SASKATOON 40,000	Phoenix (m) 2,680x Star (e) 21,676x Combined daily (me) 24,356	.... .08	.... .08	(L) (UP-CanP) (J) (47)	Star Pub. Co. Ltd.	Eric Knowles (news) J. S. Woodward (me)	W. C. Webb Oliver L'Ami Ross Cameron (sp) Walter Riddel (sp)	R. M. Cantlon (bm) C. R. McCullagh (cm)	F. D. Galbraith	W. Peacock E. E. Park (j)

NEWSPAPER ADVERTISING REPRESENTATIVES IN UNITED STATES

Their Main and Branch Offices

Following is a list of newspaper advertising representatives in the United States. The key numbers relate to corresponding numbers showing in the newspaper and personnel lists:

A

Key	Firm Name	City	Office Address
1	Alcorn & Seymour Company, Inc.	New York	270 Madison ave.
		Chicago	410 N. Michigan ave.
		San Francisco	742 Market st.
		Los Angeles	Times Bldg.
		Seattle	Stuart Bldg.
2	Allen-Klapp Company	Chicago	435 N. Michigan ave.
		New York	551 Fifth ave.
		St. Louis	312 Victoria Bldg.
		Detroit	3044 W. Grand Boulevard
		Boston	Park Sq. Bldg.
3	American Press Association	New York	225 West 39th st.
		Chicago	122 S. Michigan ave.
		Detroit	2111 Woodward ave.
		Baltimore	111 N. Charles st.
		Kansas City	Interstate Bldg.
4	Anderson, C. J., Special Agency	Chicago	35 East Wacker Drive
		New York	See Ralph R. Mulligan
5	Anderson, V. S.	New York	1819 Broadway
6	Arkansas Dailies	Chicago	180 N. Michigan ave.
		New York	369 Lexington ave.
		Dallas	Mercantile Bank Bldg.
		Kansas City	Interstate Bldg.
		Oklahoma City	312 Mercantile Bldg.
		Little Rock, Ark.	417 Center st.
7	Arthur, Wilbur L.	New York	1834 Broadway

B

Key	Firm Name	City	Office Address
8	Barnhill, Roy, Inc.	New York	40 E. 34th st.
		Chicago	410 N. Michigan ave.
		Boston	80 Boylston st.
9	Bartlett, A. R.	Detroit	3-129 General Motors Bldg.
10	Beckwith, The S. C. Special Agency	New York	63 Park Row
10a	Belcher, H. W.		
		Chicago	7 South Dearborn st.
		Philadelphia	1135 N. 65th st.
		Detroit	604 Ford Bldg.
		Kansas City	307 Interstate Bldg.
		St. Louis	1411 Syndicate Trust Bldg.
		Atlanta	1010 Glenn Bldg.
		San Francisco	1213 New Russ Bldg.
11	Belisle Company, A. P.	San Francisco	681 Market st.
11a	Bell, Tilton S.	Boston	Old South Bldg.
12	Bertolet, C. D.	New York	366 Fifth ave.
		Chicago	30 N. Dearborn st.
		Kansas City	See Davies & Dillon
		Pacific Coast	See R. J. Bidwell Co.
13	Bidwell Company, R. J.	San Francisco	742 Market st.
13a	Blish, Asa R.	Chicago	Tribune Tower
		Los Angeles	Times Bldg.
		Seattle	3322 White-Henry-Stuart Bldg.
14	Block, Paul, Inc.	New York	247 Park ave.
		Chicago	Century Bldg.
		Detroit	General Motors Bldg.
		Boston	Little Bldg.
		Philadelphia	1420 Walnut st.
		San Francisco	518 Chancery Bldg.
15	Boardman, Harry B.	Chicago	123 West Madison st.
16	Boone, Rodney E. Organization	New York	9 East 40th st.
16a	Boyd, William B.	New York	18 East 41st St.
		Chicago	932 Hearst Bldg.
		Boston	203-5 Winthrop sq.
		Detroit	2412 Book Tower Bldg.
		Rochester	14 Franklin st.
17	Branham Company, John M.	Chicago	360 N. Michigan ave.
		New York	420 Lexington ave.
		Nashville	400 Union st.
		Atlanta	123 Peachtree st.
		Detroit	74 Adams ave., West
		St. Louis	721 Olive st.
		Kansas City	15 W. 10th st.
		San Francisco	507 Montgomery st.
		Los Angeles	Chamber of Commerce Bldg.
		Seattle	Leary Bldg.
18	Bryan Murphy & Company	Kansas City	Interstate Bldg.
19	Bryant, Griffith & Brunson, Inc.	New York	9 East 41st st.
19a	Breckley, Inc., Dennis A.	New York	
		Chicago	307 N. Michigan ave.
		Boston	201 Devonshire st.
		Atlanta	Walton Bldg.
20	Budd Company, The John	New York	9 East 37th st.
		Chicago	435 N. Michigan ave.
		St. Louis	Chemical Bldg.
		Atlanta	Healey Bldg.
		San Francisco	55 New Montgomery st.
		Los Angeles	Western Pacific Bldg.
		Portland	Security Bldg.
		Dallas	Republic Bank Bldg.
21	Burke, E. M. & Associates, Inc.	New York	420 Lexington Bldg.
		Chicago	203 N. Wabash ave.
		Boston	5 Winthrop sq.
		Detroit	General Motors Bldg.
22	Burke, Kuipers & Mahoney, Inc.	New York	420 Lexington ave.
		Chicago	203 N. Wabash ave.
		Boston	5 Winthrop sq.
		Detroit	2-251 General Motors Bldg.
		Atlanta	Constitution Bldg.
23	Burke, Hugh	New York	366 Madison ave.

C

Key	Firm Name	City	Office Address
24	Callender & Lynch, Inc.	New York	24 N. William st.
25	Campbell, Don	Chicago	190 N State st
26	Campbell, Chesser M.	New York	512 5th ave.
27	Capper Publications	New York	420 Lexington ave.
		Chicago	203 N. Wabash ave.
		Detroit	1632 W. Lafayette blvd.
		Philadelphia	261 S. 3rd st.
		St. Louis	2206 Pine st.
		Kansas City	1407 Waldheim Bldg.
		Cleveland	1013 Rockwell ave.
		San Francisco	Sharon Bldg.
28	Carroll, Dan A.	New York	110 E. 42nd st.
28a	Castle, Ralph		
29	Chew, W. W.	New York	285 Madison ave.
30	Clark, Thomas F., Company, Inc.	New York	132 West 31st st.
		Chicago	64 E. Lake st.
31	Clark, H. K.	Chicago	208 S. LaSalle st.
32	Clayden, A. E., Inc.	New York	347 Fifth ave.
		Chicago	140 S. Dearborn st.
33	Close, George D.	Los Angeles	Chamber of Commerce Bldg.
		San Francisco	Montgomery st.
34	Collegiate Special Advertising Agency, Inc.	Chicago	612 N. Michigan ave.
		New York	503 5th ave.
35	Cone, Rothenburg & Noee, Inc.	New York	9 East 41st st.
		Chicago	360 N. Michigan blvd.
		Detroit	3-124 General Motors Bldg.
		Atlanta	Constitution Bldg.
		Kansas City	305 Coca-Cola Bldg.
		St. Louis	312 Victoria Bldg.
36	Conger & Moody	Los Angeles	117 West Ninth st.
36a	Corn Belt Farm Dailies	Chicago	836 Exchange Ave.
		San Francisco	Hearst Bldg.
37	Cour, C. A.	St. Louis	404 Globe-Democrat Bldg.
38	Covington, Euclid M.	New York	285 Madison ave.
39	Crall Company, L. H.	New York	225 5th ave.
		Chicago	7 South Dearborn st.
40	Crawford, F. E.	Chicago	326 West Madison st.
41	Creel, Allan W.	New York	15 E. 40th st.
42	Cremmen, J. J.	Boston	203 New Eng. Press Bldg.
43	Cupit & Birch	San Francisco	317-318 Kohl Bldg.
		Los Angeles	335 S. Broadway
		Seattle	Leary Bldg.

D

Key	Firm Name	City	Office Address
44	David Company, George B.	New York	110 E. 42nd st.
		Chicago	400 N. Michigan blvd.
45	Davies & Dillon	Kansas City	15 West 10th st.
46	Davis, R. H.	Chicago	400 N. Michigan ave.
46a	De Borowski, George	Chicago	123 No. Michigan Ave.
47	DeClerque, Henry, Inc.	Chicago	435 N. Michigan ave.
47a	Delano, Horace, H.		
		New York	12 E. 41st st.
		Los Angeles	117 W. 9th st.
		San Francisco	Hearst Bldg.
		Seattle	507 Leary Bldg.
48	Devine-Wallis Corporation	New York	103 Park ave.
		Chicago	38 S. Dearborn st.
49	Douglas, Robert E.	Chicago	140 S. Dearborn st.
		New York	See Wm. D. Ward
50	Druehl, Fred H.	Rochester, N. Y.	14 Franklin st.

E

Key	Firm Name	City	Office Address
51	Eddy Company, Chas. H.	New York	247 Park ave.
		Chicago	410 N. Michigan ave.
		Boston	294 Washington st.

F

Key	Firm Name	City	Office Address
52	Farley, Robert S.	New York	25 Beaver st.
53	Fawcett, Harwood Hoyt	San Diego	505-506 Spreckles Theatre Bldg.
53a	Feldstein Co., L. & S.	Chicago	48 So. Dearborn St.
54	Ferriss, H. R.	Seattle	White-Henry-Stuart Bldg.
54a	Fertic, August G.	St. Louis	594 McPherson St.
55	Fisher, Harry R., Company	Chicago	5 S. Wabash ave.
56	Fletcher, R. A.	New York	285 Madison ave.
57	Ford-Parsons Company	Chicago	360 N. Michigan ave.
		San Francisco	Sharon Bldg.
		Los Angeles	Western Pacific Bldg.
		Portland	Security Bldg.
58	Fralick, Bates & Alward, Inc.	New York	270 Madison ave.
		Chicago	605 N. Michigan ave.
		San Francisco	Hearst Bldg.
		Los Angeles	117 West 9th st.
59	Frost, Landis & Kohn	Chicago	35 East Wacker dr.
		New York	250 Park ave.
		Detroit	2-113 General Motors Bldg.
		Atlanta	Walton Bldg.
		St. Louis	Security Bldg.
		Charlotte	P. O. Box 161
		Jacksonville, Fla.	2766 Park st.
		Pacific Coast	See Fred L. Hall Co., Inc.

G

Key	Firm Name	City	Office Address
60	Galbraith, J. D.	Chicago	612 Hearst Bldg.
61	Gilman, Nicoll & Ruthman	Chicago	410 N. Michigan ave.
		New York	19 W. 44th st.
		Boston	73 Tremont st.
		San Francisco	507 Montgomery st.
62	Gladding, Geo. M.	Detroit	5-251 General Motors Bldg.
62a	Grandin, Victor S.	New York	522 Fifth Ave.
63	Grant, A. D.	Atlanta	Constitution Bldg.
63a	Grassie, Jos. M.	New York	
64	Gravure Service Corporation		Graybar Bldg.
		Chicago	400 N. Michigan ave.
		San Francisco	507 Montgomery st.
		Seattle	Leary Bldg.
65	Griffin, J. H.	Chicago	140 South Dearborn st.
66	Groom, J. K.	Aurora, Ill.	Beacon News Bldg.

H

Key	Firm Name	City	Office Address
67	Hall, Fred L. Company, Inc.	San Francisco	507 Montgomery st.
		Los Angeles	Chamber of Commerce Bldg.
		Seattle	Leary Bldg.
68	Hamilton-DeLisser, Inc.	New York	285 Madison ave.
		Chicago	612 N. Michigan ave.
69	Hammond & Wolcott	New York	366 5th ave.
70	Harris, J. C., Jr.	Atlanta	617 Glenn Bldg.
71	Hartford, George	Chicago	711 Hearst Bldg.
72	Henriquez, P. L.	Chicago	435 N. Michigan ave.
73	Hill, A. J. Norris Company	San Francisco	5 3rd st.
		Los Angeles	412 W. 6th st.
		Seattle	Leary Bldg.
74	Hobson, W. G.	New York	9 East 40th st.
74a	Hoffman, Jerry		
75	Hoffmeyer, T. C.	San Francisco	625-626 Hearst Bldg.
76	Holland, John A., Agency	Boston	68 Devonshire st.
77	Holman & Connell	San Francisco	246 Monadnock Bldg.
78	Houser-Wales Company	New York	580 5th ave.
		Chicago	140 S. Dearborn st.
79	Howland & Howland	New York	393 7th ave.
		Chicago	360 N. Michigan ave.
80	Huntsman, Inc., R. F. R.	New York	Woolworth Tower

I

Key	Firm Name	City	Office Address
81	Ingraham-Powers, Inc.	New York	350 Madison ave.
		Chicago	180 N. Michigan ave.
		Detroit	2-113 General Motors Bldg.
		Kansas City	Interstate Bldg.
82	Inland Newspapers, Inc.	New York	512 5th ave.
		Chicago	400 N. Michigan ave.

(Continued on page 126)

NEWSPAPER ADVERTISING

The S. C. Beckwith Special Agency Covers United States Best

With Its 8 Offices Strategically located and 30 Trained Newspaper Advertising Salesmen. Each office commands a well defined field of national advertising.

No important advertising point is more than a night's ride from a Beckwith office.

THE LEADERSHIP of The S. C. Beckwith Special Agency as National Advertising representatives of Daily Newspapers has been generally recognized for almost a half century.

It has steadily and successfully carried forward its creative and development work, and is today stronger, more vigorous and more progressive than ever.

The character and leadership of the newspapers together with an unbroken record of years of satisfactory service are a substantial and genuine endorsement of the high standard of representation rendered by this agency.

It continues to spare no effort or no expense to give Publishers a more productive and efficient

NATIONAL SERVICE

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Main Office, World Building, New York

Main Office, after March 1, New York Central Building, New York

NEW YORK PHILADELPHIA CHICAGO DETROIT ST. LOUIS KANSAS CITY ATLANTA SAN FRANCISCO

Beckwith Booklet will be sent to interested Publishers

NEWSPAPER ADVERTISING REPRESENTATIVES—U. S.

(Continued from page 124)

Key	Firm Name	City	Office Address
	J		
82a	Jacobs, Joseph		
	K		
83	Katz, E., Special Advertising Agency	New York	58 W. 40th st.
		Chicago	307 N. Michigan ave.
		Detroit	4-234 General Motors Bldg.
		Kansas City	Waldheim Bldg.
		Atlanta	806 Citizen & So. Bk. Bldg.
		San Francisco	Monadnock Bldg.
84	Keator, A. R.	Chicago	8 South Dearborn st.
85	Kelly-Smith Company	New York	Graybar Bldg.
		Chicago	435 N. Michigan ave.
		Boston	Waterman Bldg.
		Philadelphia	260 Broad st.
		Atlanta	617 Glenn Bldg.
86	Keough, J. B.	Atlanta	Candler Bldg.
87	Kimball, Fred, Inc.	New York	67 W. 44th st.
		Philadelphia	1234 Real Estate Trust Bldg.
		Pittsburgh	604 Cham. of Com. Bldg.
		Chicago	1514 Tribune Tower
88	Klein, I. A.	New York	50 E. 42nd st.
		Chicago	410 N. Michigan ave.
89	Klein, Joseph A.	New York	42 Broadway
90	Koehler, H. A.	Chicago	326 W. Madison st.
91	Kohn, George M., Inc.	Atlanta	904 Walton Bldg.
92	Krogness, C. George	San Francisco	Crocker 1st Nat'l Bk. Bldg.
		Los Angeles	117 W. 9th st.
	L		
93	LaCoste & Maxwell	New York	45 W. 34th st.
		Chicago	140 S. Dearborn st.
94	Larson, C. A. and Associates	New York	254 W. 31st st.
95	Lederer, John H.	Chicago	910 Hearst Bldg.
96	Lorenzen & Thompson, Inc.	Chicago	122 S. Michigan ave.
		New York	19 W. 44th st.
		Kansas City	518 Gumbel Bldg.
		San Francisco	5 3rd st.
		Los Angeles	117 W. 9th st.
97	Lorentz, J. D.	New York	154 Nassau st.
98	Lundgren, Julius W.	Chicago	8 S. Dearborn st.
99	Lutz, John E.	Chicago	6 N. Michigan ave.
	M		
100	McClure, L. F.	Chicago	720 Cass st.
		Kansas City	Land Bank Bldg.
		Cleveland	915 Guarantee Title Bldg.
101	McCollum, J. A.	St. Louis	915 Olive st.
102	McDevitt, George A. Company	New York	250 Park ave.
		Chicago	122 S. Michigan ave.
103	McGinn, Neil D.	Detroit	11-250 General Motors Bldg.
104	McGiveran, J. T.	Chicago	326 W. Madison st.
105	McKinney, J. P., & Son	New York	19 W. 44th st.
		Chicago	400 N. Michigan ave.
		San Francisco	703 Market st.
106	McMahon, J. E.	Chicago	326 W. Madison st.
107	Mathews, Julius, Special Agency	Boston	1 Beacon st.
107a	Malkiel Agency	Boston	
		New York	15 E. 40th st.
		Detroit	2457 Woodward ave.
		Chicago	30 N. Dearborn st.
108	Marsh, Martin L.	New York	24 W. 40th st.
109	Middleton-Kimball Company	Chicago	435 N. Michigan ave.
		New York	67 W. 44th st.
		Philadelphia	Real Estate Trust Bldg.
		Pittsburgh	604 Cham. of Com. Bldg.
110	Miller, Charles E.	New York	Times Bldg.
110a	Minnick, Paul W. and Guy F.	New York	33 West 42nd St.
		Chicago	See W. H. Stockwell
111	Mitchell, Ralph W.	Kansas City	306 Coca Cola Bldg.
112	Mogensen, M. C., & Company, Inc.	Chicago	360 N. Michigan ave.
		New York	100 E. 42nd st.
		Detroit	3-124 General Motors Bldg.
		Portland	446 Morrison st.
		San Francisco	564 Market st.
		Los Angeles	433 S. Spring st.
		Seattle	603 Stewart st.
113	Mohr, Lee J.	Chicago	435 N. Michigan ave.
114	Moloney, Herbert W.	New York	342 Madison ave.
115	Morton Company, Wm. J.	New York	200 5th ave.
		Chicago	410 N. Michigan ave.
116	Mulligan, Ralph R.	New York	415 Lexington ave.
		Chicago	See C. J. Anderson, Special Agency
117	Murfey, E. T. R.	Chicago	326 W. Madison st.
117a	Munro, George E.		
	N		
118	Neitz, Arthur G.	Seattle	Leary Bldg.
119	New Jersey Newspapers, Inc.	Chicago	123 W. Madison st.
		New York	25 E. 26th st.
		Boston	10 High st.
		Newark, N. J.	487 Orange st.
		Philadelphia	1524 Chestnut st.
120	Northrup, Frank R.	See Ingraham-Powers, Inc.	
120a	Northwest Press Association		
	O		
121	O'Flaherty's New York Suburban List, Inc.	New York	313 W. 37th st.
122	Oklahoma Dailies	Chicago	180 N. Michigan ave.
		New York	369 Lexington ave.
		Dallas	Mercantile Bank Bldg.
		Kansas City	Interstate Bldg.
123	O'Mara & Ormsbee, Inc.	New York	280 Madison ave.
		Chicago	122 S. Michigan ave.
		Los Angeles	Western Pacfic Bldg.
		San Francisco	Monadnock Bldg.
		Detroit	General Motors Bldg.
124	Osborn, Guy S., Inc.	Chicago	360 N. Michigan ave.
		Detroit	See J. Scolaro
		St. Louis	403 Globe-Democrat Bldg.
	P		
125	Patterson, Kellogg M.	Chicago	7 S. Dearborn st.
126	Payne Company, G. Logan	Chicago	6 N. Michigan ave.
		New York	247 Park ave.
		Boston	80 Boylston st.
127	Payne, Franklin S.	Detroit	2412 Book Tower Bldg.
128	Payne, George H., Inc.	Los Angeles	Chamber of Commerce Bldg.
128a	Pearson, G. W.		
		San Francisco	1609 Russ Bldg.
129	Powell, Robert E.	New York	29 W. 34th st.
129a	Powers, Joshua B.	New York	250 Park Ave.
130	Powers and Stone, Inc.	New York	369 Lexington ave.
		Chicago	38 S. Dearborn st.
131	Prudden, King & Prudden, Inc.	New York	270 Madison ave.
		Chicago	28 E. Jackson Blvd.
		Los Angeles	Chamber of Commerce Bldg.
		San Francisco	507 Montgomery st.
	R		
132	Randall, D. J., & Company	New York	347 5th ave.
133	Reynolds-Fitzgerald, Inc.	New York	2 W. 45th St.
		Chicago	203 N. Wabash ave.
		Philadelphia	1524 Chestnut st.
		Los Angeles	117 W. 9th st.
		San Francisco	58 Sutter st.
134	Richards, F. St. J.	New York	41 Park Row
135	Riegel, Jno. K.	New York	110 E. 42nd st.
135a	Robbins, L. L.		
136	Rockwood, Ralph K.	Chicago	6 N. Michigan ave.
137	Roe-Stevens-Merritt Company, Inc.	New York	11 W. 42nd st.
138	Rosen, S. L.	Dallas	Mercantile Bank Bldg.
	S		
139	Scheerer, Inc.	Chicago	35 E. Wacker drive
		New York	415 Lexington ave.
140	Schmitt, William J.	Detroit	4-136 General Motors Bldg.
141	Schulenburg, Carl A.	St. Louis	509 Security Bldg.
142	Scolaro, Jos. R.	Detroit	3-242 General Motors Bldg.
		Chicago	See Guy S. Osborn, Inc.
143	Scripps-Howard Newspapers	Chicago	400 N. Michigan ave.
		New York	250 Park ave.
		Philadelphia	260 S. Broad st.
		Detroit	General Motors Bldg.
		Los Angeles	1031 S. Broadway
		Atlanta	704 Walton Bldg.
		San Francisco	340 9th st.
143a	Sears & Son, A. T.	Chicago	
144	Shattuck, C. H.	Chicago	168 N. Michigan ave.
145	Shirk, David M.	New York	9 E. 40th st.
146	Shull, Karl J.	Los Angeles	Transportation Bldg.
147	Smith, A. F., Special Agency	Philadelphia	1001 Chestnut st.
		Chicago	1411 Hartford Bldg.
148	Speer, S. C.	New York	285 Madison ave.
149	Stockwell, W. H.	Chicago	122 S. Michigan ave.
		New York	See Charles E. Miller
150	Story, Brooks & Finley, Inc.	New York	100 E. 42nd st.
		Chicago	360 N. Michigan ave.
		Philadelphia	123 S. Broad st.
		San Francisco	See Conger & Moody
		Los Angeles	See Conger & Moody
151	Stypes, Arthur W., Inc.	San Francisco	Sharon Bldg.
		Los Angeles	Western Pacific Bldg.
		Portland	Security Bldg.
152	Sweeney Co., John M.	Boston	77 Summer st.
153	Suburban Advertisers Service	New York	25 E. 26th st.
154	Swan, Carroll J.	Boston	931 Park Sq. Bldg.
154a	Swain, A. A.	Denver	
	T		
155	Texas Daily Press League	Chicago	180 N. Michigan ave.
		New York	369 Lexington ave.
		Dallas	Mercantile Bank Bldg.
		Kansas City	Interstate Bldg.
156	Theis Company, S. C., Inc.	New York	420 Lexington ave.
		Chicago	75 E. Wacker drive
		Kansas City	306 Coca Cola Bldg.
	V		
157	Van Slyke, E. I.	Chicago	501 Hearst Bldg.
158	Verree & Conklin, Inc.	New York	285 Madison ave.
		Chicago	333 N. Michigan ave.
		Detroit	321 Lafayette Blvd.
		San Francisco	681 Market st.
	W		
158a	Wales, Franklin E.		
159	Wallis, I. S., & Son	Chicago	38 S. Dearborn st.
160	Ward, James H.	Detroit	2412 Book Tower
161	Ward, Robert E., Inc.	Chicago	5 S. Wabash ave.
		New York	501 5th ave.
		Detroit	General Motors Bldg.
162	Ward, W. D.	New York	254 W. 31st st.
		Chicago	See Robert E. Douglas
163	Weaver-Stewart Company, Inc.	New York	67 W. 44th st.
		Chicago	180 N. Michigan ave.
		Philadelphia	1234 Real Estate Tr. Bldg.
		Pittsburgh	604 Chamber of Com. Bldg.
164	Weisbar, L. I.	Chicago	1418 Century Bldg.
165	Wheeler, H. R.	Boston	5 Winthrop sq.
166	Williams, Lawrence & Cresmer Company	New York	285 Madison ave.
166a	Winer Special Agency, H. L.	New York	Graybar Bldg.
		Chicago	360 N. Michigan ave.
		San Francisco	742 Market st.
		Los Angeles	Times Bldg.
		Seattle	White-Henry-Stuart Bldg.
167	Wolcott, E. E.	New York	366 5th ave.
168	Woodward, John B.	New York	110 E. 42nd st.
169	Woodward & Kelly	Chicago	360 N. Michigan ave.
		Detroit	408 Fine Arts Bldg.
		Kansas City	306 Coca Cola Bldg.

CANADIAN NEWSPAPER REPRESENTATIVES

C1	Allen Company, J. B.	Toronto	72 Adelaide st., W.
C1a	Abraham, C. A.	Montreal	388 St. James st.
C2	Binnie, A. J.	Montreal	241 St. James st.
C3	Crowley, W. J.	Montreal	136 St. James st.
C4	Ford, Albert E.	Toronto	21 King st., E.
C5	Guy, E. J.	Toronto	Royal Bank Bldg.
C6	Hogan, J. C.	Montreal	Southam Bldg.
C7	McGillivray, M. W.	Toronto	390 Bay st.
C8	McKinnon, D. O.	Toronto	507 Bond Bldg.
C9	McPhee, Douglas C.	Montreal	1193 Phillips Square
C10	McSherry, J.	Winnipeg	Great West Permanent Bldg.
C11	Manitoba Free Press Co.	Toronto	18 E. Wellington st.
		Montreal	1070 Bleury st.
C12	Payson, Frank E.	Vancouver	850 Hastings st., W.
C13	Pearson, C. M.	Toronto	331 Bay st.
		Montreal	Canada Cement Bldg.
C14	Rathbone Co., J. B.	Toronto	110 Church st.
		Montreal	Canada Cement Bldg.
C15	Thompson, F. W.	Toronto	100 King st., W.
C16	Tressider, H. D.	Toronto	66 Temperance st.

NEWSPAPER REPRESENTATIVES IN LONDON, ENGLAND

E1	Clougher Corp.	London	17-20 Craven st., Strand, W.C.
E2	Smyth, F. A.	London	34-40 Ludgate Hill, E. C. 4

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MACHINE COMPOSITION SCHOOLS AND COURSES IN NORTH AMERICA

ALABAMA

Barber College for Women....Anniston
Alabama Boys' Industrial School....Birmingham
Alabama School of Trades....East Gadsden
State Agricultural & Mechanical School—Negroes....Normal
Alabama School for the Deaf....Talladega
Tuskegee Normal & Industrial Institute....Tuskegee

ARIZONA

Bisbee High School....Bisbee
Indian Vocational School....Phoenix
Union High School....Phoenix

ARKANSAS

Board of Education....Fort Smith
College of the Ozarks....Clarksville
Arkansas School for the Deaf....Little Rock
Special School District of Little Rock (High)....Little Rock
School of International Federation Pub. Co....Siloam Springs

CALIFORNIA

Anaheim Union High School....Anaheim
Pacific Union College Association....Angwin
School for the Deaf and Blind....Berkeley
Berkeley High School....Berkeley
California Junior Republic Association....Chino
Compton Union High School....Compton
Dinuba Union High School District....Dinuba
High School—Evening High School....Eureka
Union High School....Fullerton
Spanish-American Institute....Gardena
Huntington Park Union High School....Huntington Park
Polytechnic High School....Long Beach
Woodrow Wilson High School....Long Beach
Belmont High School....Los Angeles
John C. Adams Junior High School....Los Angeles
Franklin High School....Los Angeles
John C. Fremont High School....Los Angeles
Jefferson High School....Los Angeles
Lincoln High School....Los Angeles
Los Angeles High School Student Body....Los Angeles
Manual Arts High School....Los Angeles
McKinley Junior High School....Los Angeles
Roosevelt Junior High School....Los Angeles
Polytechnic High School....Los Angeles
Frank Wiggins Trade School....Los Angeles
High School....Modesto
McClymonds High School....Oakland
Piedmont High School....Oakland
University High School....Oakland
Union High School....Oroville
Union High School....Richmond
High School....Pomona
High School....Sacramento
High School—Evening School....San Jose
California Polytechnic School....San Luis Obispo
Union High School....San Mateo
San Pedro High School....San Pedro
Santa Ana Polytechnic High School....Santa Ana
Santa Barbara High School....Santa Barbara
Santa Cruz High School....Santa Cruz
Tamalpias High School....Sausalito
Warren G. Harding High School....Sawtelle
High School....Stockton
Preston School of Industry....Waterman
Mergenthaler Linotype (instruction dept.)....San Francisco
Leland Stanford Jr. University....Stanford University
University of California....Berkeley
High School....San Diego
Whittier State School....Whittier

COLORADO

School for the Deaf....Colorado Springs
Denver Public Schools....Denver

CONNECTICUT

Connecticut Reformatory....Cheshire
Boardman Trade School....New Haven
American School for the Deaf....West Hartford
State Trade School of Bridgeport....Bridgeport
Board of Education....Bridgeport

DISTRICT OF COLUMBIA

Armstrong Manual Training School....Washington
Columbia Instruction for the Deaf....Washington
Walla Walla College....Washington

FLORIDA

Central High School....Clearwater
Industrial School for Boys....Marianna
School for the Deaf and Blind....St. Augustine
Masonic Home Press....St. Petersburg
Agricultural & Mechanical College for Negroes....Tallahassee
West Palm Beach High School....West Palm Beach
Edward Waters College....Jacksonville
Miami High School....Miami

GEORGIA

School for the Deaf....Cave Spring
Georgia Baptist Orphans Home....Hapeville
Pentecostal Holiness Advocate....Franklin Springs
Masonic Orphan Home....Macon
The Berry School....Mount Berry
Oglethorpe University (School of Journalism)....North Atlanta
Macon Printing School....Macon
Foote & Davies Co....Atlanta

HAWAII

The Kamehamcha School....Honolulu

IDAHO

Independent School District of Boise City....Boise
School for the Deaf and Blind....Gooding
Idaho Industrial Training School....St. Anthony

ILLINOIS

St. Charles School for Boys....St. Charles
Mergenthaler (Instruction Dept.)....Chicago
Crane Technical High School....Chicago
Harrison Technical High School....Chicago
Lane Technical High School....Chicago
Tilden Technical High School....Chicago
Wendell Phillips High School....Chicago
Sterling Morton High School....Cicero
Illinois School for the Deaf....Jacksonville
Joliet Township High School....Joliet
Masonic Home....La Grange
Mooseheart Institute....Mooseheart
St. Hedwig's Industrial School....Niles
Illinois State Reformatory....Pontiac
Rockford High School....Rockford
Society of Divine Word....Techny
St. Charles School for Boys....Jacksonville
Lakeside Press....Chicago
Edward Hine Junior Hospital....Maywood

INDIANA

Anderson Public School....Anderson
Masonic Home....Franklin
Central High School....Hammond
School for the Deaf....Indianapolis
High School....Richmond
Indiana State Normal School....Terre Haute
United Typothetae of Amer. School of Printing....Indianapolis

IOWA

Midland Linotype School....Charles City
State Reformatory....Ammosa
State School for the Deaf....Council Bluffs
Industrial School for Boys....Eldora
Sioux City High School....Sioux City

KANSAS

Labette County High School....Altamont
High School (Board of Education)....Arkansas City
State Teachers' College....Emporia
General Service Schools Press....Fort Leavenworth
Mounted Service School....Fort Riley
Kansas Teachers' College of Hays....Hays
Boys' Industrial School....Hutchinson
High School....Independence
University of Kansas....Lawrence
State Agricultural College....Manhattan
School for the Deaf....Olathe
Senior High School....Parsons
Board of Education....Pittsburg
Kansas State Teachers' College....Pittsburg

KENTUCKY

Berea College....Berea
School for the Deaf....Danville
Board of Education (Theo. Ahrens Trade School)....Louisville

LOUISIANA

Mergenthaler (Instruction Dept.)....New Orleans
School for the Deaf....Baton Rouge
Chinchuba Deaf Mute Institute....Chinchuba
Isaac Delgado Central Trades School....New Orleans
Louisiana Polytechnic Institute....Ruston

MAINE

University of Maine....Orono

MARYLAND

Lord Baltimore Press Apprentice School....Baltimore
Ottmar Mergenthaler School of Printing....Baltimore
St. Mary's Industrial School....Baltimore
Maryland State School for the Deaf....Frederick

MASSACHUSETTS

State Prison....Charleston
Boston Trade School....Boston
Board of School House Commissioners....Boston
Memorial High School....Roxbury
Industrial School for Crippled & Deformed Children....Boston
Rindge Technical School....Cambridge
Fitchburg State Normal School....Fitchburg
New Bedford Vocational School....New Bedford
Newton Vocational School....Newtonville
New England Daily Newspaper Pub. Trade School....Springfield
Worcester Boys' Trade School....Worcester
Blanchard Linotype Company....Boston

MICHIGAN

University of Michigan....Ann Arbor
High School, Board of Education....Ann Arbor
Michigan School for the Deaf....Flint
Central High School....Bay City
The College Press....Berrien Springs
Dearborn Public Schools....Dearborn
John N. Davis School....Menominee
Boys' Vocational School....Lansing
River Rouge High School....River Rouge
Arthur Hill Trade School....Saginaw, W. S.
Board of Education Public Schools....Fordson
Public Schools....Highland Park

MINNESOTA

Independent School District of Va....Virginia
Dunwoody Industrial Institute....Minneapolis
Minnesota School for the Deaf....Faribault
State Training School for Boys....Red Wing
Minnesota State Reformatory....St. Cloud
Virginia High School....Virginia

MISSISSIPPI

School for the Deaf....Jackson
Utica Normal & Industrial Institute....Utica

MISSOURI

State School for the Deaf....Fulton
Lathrop Trade School....Kansas City
Ben Franklin School of Printing....St. Louis
University of Missouri....Columbia
Central High School....Kansas City

MONTANA

School for the Deaf....Boulder

NEBRASKA

School for the Deaf....Omaha
South High School....Omaha
Technical High School....Omaha
Ord Linotype School....Ord

NEVADA

Morrill School of Mechanical Arts....Concord

NEW JERSEY

Boys' Vocational School....Atlantic City
Rahway High School....Rahway
State School for the Deaf....Trenton
N. J. State Reformatory....Rahway
State Prison....Trenton

NEW MEXICO

Albuquerque City High School....Albuquerque
School of American Research....Santa Fe
School for the Deaf....Santa Fe

NEW YORK

Boys' Vocational School....Albany
Bushwick Evening Trade School....Brooklyn
Evening Technical & Trade School....Brooklyn
Girls' Commercial High School....Brooklyn
James Madison High School....Brooklyn
Manual Training High School....Brooklyn
Elm Vocational School....Buffalo
St. Mary's School for the Deaf....Buffalo
Houghton College....Houghton
Empire State School of Printing....Ithaca
Northern N. Y. Institute for Deaf Mutes....Malone
Boys' Vocational School (Harlem Eve. School)....New York City
Empire Linotype School....New York City
Heckscher Foundation for Children....New York City
Institute for the Improved Instruction of Deaf....New York City
Murray Hill Vocational School....New York City
Institution for Inst. of Deaf and Dumb....New York City
N. Y. Mergenthaler Linotype School....New York City
St. Joseph Institute for the Deaf....New York City
University Travel Association....New York City
Sing Sing Prison....Ossining
B. H. DeLong....Rochester
Mergenthaler Linotype Co. (Instruction Dept.)....Brooklyn
The Vail-Ballou Press....Binghamton
J. W. Clement Company....Buffalo

NORTH CAROLINA

Presbyterian Orphans Home....Barium Springs
Johnson C. Smith University....Charlotte
Stonewall Jackson Manual Training & Ind. School for the Deaf....Concord
Masonic Orphanage....Morgantown
Baptist Orphanage....Oxford
The Children's Home Inc....Thomasville
Winston-Salem

NORTH DAKOTA

School for the Deaf....Devils Lake
State School of Science....Wahpeton

OHIO

Yaeger Typesetting Co....Columbus
Ohio Mechanics Institute....Cincinnati
Cleveland Linotype School....Cleveland
Ohio State School for the Deaf....Columbus
Stivers High School....Dayton
Hamilton Public Schools....Hamilton
Boys' Industrial School....Lancaster
Ohio State Reformatory....Mansfield
Technical Linotype School....Cleveland
Technical High School....Lakewood
Milo Bennett's School....Toledo
Nat'l Orphans' Home (Junior Order United American Mechanics)....Tiffin
Wilberforce University....Wilberforce
Soldiers' and Sailors' Orphans' Home....Xenia

OKLAHOMA

United States Indian School....Chilocco
State Penitentiary....McAlester
University of Oklahoma....Norman
Central High School....Sand Springs
Oklahoma Agricultural & Mechanical College....Stillwater
Central High School....Tulsa
Central State Teachers College....Edmond

OREGON

High School....Dalles
Benson Polytechnic School....Portland
Hills Military Academy....Portland
School for the Deaf....Salem

PENNSYLVANIA

Eastern Penitentiary....Philadelphia
Medical Field Service School....Carlisle
Western Pennsylvania School for the Deaf....Edgewood
Penn. Industrial Reformatory....Huntington
Johnstown Vocational School....Johnstown
St. Joseph's Protectory....Pittsburgh
Tressler Orphans' Home (Industrial School)....Loysville
"Evening Bulletin" Apprentice School....Philadelphia
Girard College Mechanical School....Philadelphia
Penn. Institution for the Deaf and Dumb....Philadelphia
Printing Trades School for the Typothetae of Pa....Philadelphia
Carnegie Institute of Technology....Pittsburgh
Soldiers' Orphans' Industrial School....Scotland
New Era Training School for Printers....Lancaster

RHODE ISLAND

Providence Trade School....Providence

SOUTH CAROLINA

School for the Deaf and Blind....Cedar Springs
Orphan Aid Society....Charleston
Thornwell Orphanage....Clinton
Allen University....Columbia
Connie Maxwell Orphanage....Greenwood
Sims High School....Union

SOUTH DAKOTA

South Dakota State College....Brookings

TENNESSEE

State of Tenn. School for the Deaf....Knoxville
Crockett Technical High School....Memphis
Nashville Agricultural Normal Institute....Nashville
Tennessee Industrial School....Nashville
Tennessee Masonic Home....Nashville
International Printing Pressmen & Assistants' Union of North America....Pressmen's Home
Southern School of Printing....Nashville

TEXAS

Texas School for the Deaf....Austin
University Press (Univ. of Texas)....Austin
Beaumont High School....Beaumont
State Orphans Home....Corsicana
Agricultural & Mechanical College....College Station
Bryan High School....Dallas
Dallas Vocational School....Dallas
College of Industrial Arts....Denton
North Texas State Teachers' College....Denton
El Paso Public Schools....El Paso
Board of Education (Vocational School)....Fort Worth
Masonic Home and School of Texas....Fort Worth
Sam Houston State Teachers' College....Huntsville
Southwestern Junior College....Keene
Tex.-Mex. Printery—Texas-Mexican Industrial Institute....Kingsville
Prairie View Normal & Industrial College....Prairie View
Brackenridge Manual Training School....San Antonio
Baylor University....Waco
Orphanage of Methodist Episcopal Church....Waco

UTAH

School for the Deaf and Blind....Ogden

VIRGINIA

Polytechnic Institute....Blacksburg
Hampton Normal & Agricultural Institute....Hampton
Baptist Orphanage....Salem
School for the Deaf and Blind....Staunton
Engineers School (War Department)....Fort Humphreys

WASHINGTON

North Central High School....Spokane
Northwest School of Printing....Spokane
Washington School for the Deaf....Vancouver
School of Journalism—University of Washington....Seattle

WEST VIRGINIA

Senior High School....Charleston
West Virginia Industrial School for Boys....Grafton
West Virginia Collegiate Institute....Institute
New River State School....Montgomery
West Virginia School for the Deaf & Blind....Romney

WISCONSIN

State School for the Deaf....Delavan
Madison Vocational School....Madison
Stout Institute....Menomonie
Boys' Technical High School....Milwaukee
Vocational School....Milwaukee
School Sisters of St. Francis....Milwaukee
Vocational & Continuation School....Racine
Sheboygan Vocational-Continuation School....Sheboygan

CANADA

ONTARIO

Hamilton Technical School....Hamilton
Canadian Linotype Ltd. (Instruction Dept.)....Toronto

QUEBEC

Garden City Press....Gardenvale
British American Publishing Co....Montreal
Deaf & Dumb Institute....Montreal

TRY OUT

Your product in this small but rich and compact market—

Fayetteville, Ark.

An important jobbing center. Home of University of Arkansas.

Cover it at one cost in the

Daily Democrat

Fayetteville, Ark.

1996 net paid—2½c line

What
The Christian Science Monitor
Offers to Its Advertisers:

(1) An international newspaper that is ranked by newspaper men themselves as among the leading authoritative publications of the world. Noted for its clean news and unbiased editorials.

(2) Good company. Only carefully selected and approved advertising, offering meritorious products truthfully represented, is acceptable for publication in the Monitor.

(3) Regional Advertising at Regional Rates. Three editions daily—one for the Atlantic Seaboard states and Europe, another for the Central states, and a third for the Rocky Mountain and Pacific Coast states—make possible the regional placement of advertising at a low rate.

(4) A remarkably responsive group of readers. The reader interest in the Monitor and the exceptional reader response to Monitor advertising are well known to many leading advertisers.

(5) A cooperative "tie-in" advertising service by which local advertising of retail outlets is secured to tie-in with manufacturers' national advertising in the Monitor.

(6) Long life. The Christian Science Monitor, because of the nature and authoritativeness of its contents, retains its appeal far beyond the time of other newspapers, and probably is read by more individuals per copy than any other newspaper.

(7) Clean typography and makeup, combined with the finest printing of halftone illustrations, day in and day out.

The
Christian Science Monitor

An International Daily Newspaper, published by The Christian Science Publishing Society at 107 Falmouth Street, Boston, Mass.

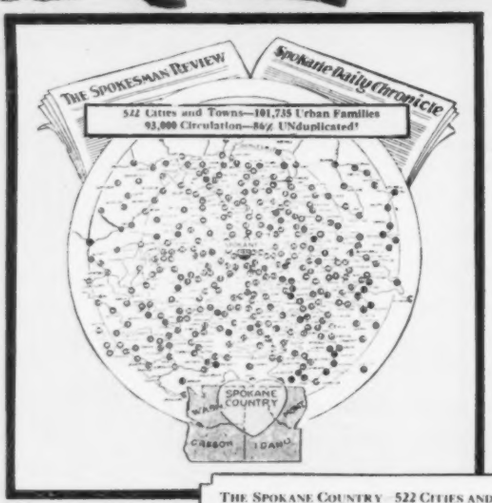
BRANCH ADVERTISING OFFICES

NEW YORK—PHILADELPHIA—MIAMI—CLEVELAND—DETROIT—CHICAGO—ST. LOUIS—KANSAS CITY
SAN FRANCISCO—LOS ANGELES—SEATTLE—PORTLAND, ORE.—LONDON—PARIS—BERLIN—FLORENCE

-TYPICAL HARVEST SCENE IN SPOKANE COUNTRY

101,735 Urban Families--Spokane Country--93,000 Circulation
86% UNduplicated

Based upon actual canvas of 14,232 Spokane city subscribers and 8,453 subscribers in 161 towns, the 93,000 combined circulation of The Spokesman-Review and Chronicle was found to be 86% UNduplicated.



THE SPOKANE COUNTRY—522 CITIES AND TOWNS
10,000 miles of good roads—128 passenger trains and motor busses arrive and depart Spokane daily

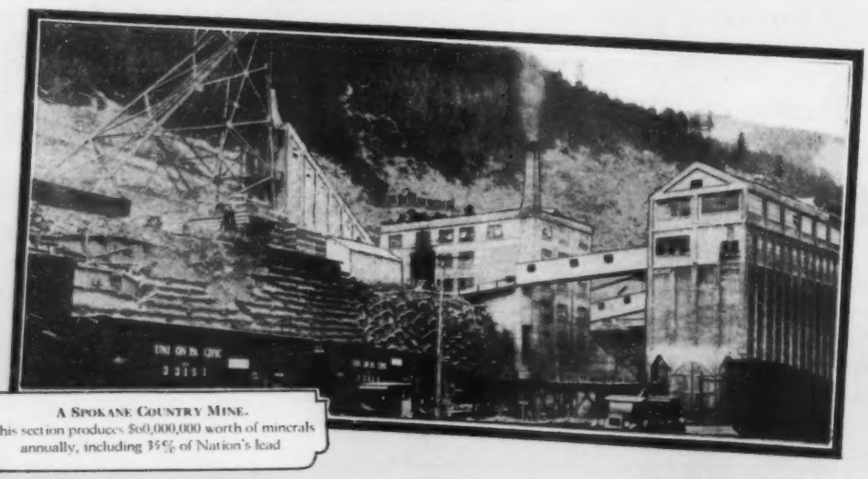
THE SPOKANE COUNTRY--EVEN UNDER NORMAL

1928 Broke Records Most All Lines—Now Highly Prosperous, Spendi
Sales Efforts Here—Used 500,000 Lines More in 1928 Than

Why the Spokane Country is a Market Worth Winning Completely: Even under normal conditions this section's buying power and living standards are away above the average. The per family wealth of the 146,000 Spokane Country families is $3104 above the nation's average; 35% more of its people file income tax returns than the U. S. average, and it leads 18 states in number filed. The percentage of motor registrations to total families in the Spokane Country leads 40 states. Aggregate number of telephones beats 12 states. Percentage of electrically wired homes to families leads 45 states.

Spokane Country Conditions Now Best for Many Years. According to September Government reports, the 1928 farm and forest products of Washington, Oregon, and Idaho reached the huge total of $762,468,000, beating 1927 by $85,000,000 and beating 1926 by $153,000,000 (later reports substantially same). Since the Spokane Country alone produces 1-10th of all the nation's wheat, over 1-5th of its commercial apples, and large quantities of other grains and fruits as well as livestock and wool, naturally this section is enjoying the lion's share of the agricultural prosperity of the Pacific Northwest. Aside from this, the Spokane Country mining conditions are the best for years—new wealth production altogether for 1928 was over One Million Dollars every day of the year!

Substantial Saving for General Advertisers Through Associated Rates. While *The Spokesman-Review* and *Spokane Chronicle* are separate and distinct newspapers and not sold in combination to the subscriber, they have established an associated rate for the



A SPOKANE COUNTRY MINE.
This section produces $60,000,000 worth of minerals annually, including 35% of Nation's lead

93,000 CIRCULATION 86% UNDUPLICATED

SEND NOW FOR
"Market Facts About the Spokane Co
ALSO MARKET SURVEYS COVERING YOU

-REVIEW-CHRONICLE NATIONAL
THE SPOKESMA
MORNING-SUNDAY-TW
Spokane Daily
EVENING
COVER SPOKANE AND THE SPOKANE C

REPRESENTATIVES
WM. J. MORTON CO.
NEW YORK CHICAGO
M. C. MOGENSEN & CO. INC.
SAN FRANCISCO
LOS ANGELES SEATTLE

NICLE—*Separate and Distinct Newspapers—Have Announced An*

l Advertisers $23.80 to $71.40 Per Page

—SPOKANE COUNTRY APPLE ORCHARD

ORMAL CONDITIONS--AN EXCEPTIONAL MARKET

ous, Spending Freely But Intelligently! General Advertisers Intensifying 1928 Than in 1927—and 1929 Is Going at Even A Faster Clip.

general advertisers which means a saving of $23.80 to $71.40 per page, based upon former separate gross rates; plus saving in time for general advertisers and their agencies, as only one order and one payment are necessary to cover insertions in both papers.

101,735 Urban Families—93,000 Combined Circulation, 86% UNduplicated: While through an exhaustive survey the circulation of the two papers has been proved 86% **UN**duplicated, a three-days' leeway between insertions in the respective papers is given, if wanted. Insertions may start in either paper. Using cooperatively the same mechanical plant makes it possible, under associated rate conditions, to pass along to the advertiser the substantial saving in production.

1928 General Advertising Beat 1927 by 500,000 Lines: The majority of general advertisers already use both *The Spokesman-Review* and *Spokane Chronicle* consistently. The number has increased rapidly, which, together with the most favorable conditions in many years, accounts largely for the phenomenal gain of 500,000 lines in general advertising during 1928—by far the largest gain of any city in the Pacific Northwest. Most of the 93,000 combined circulation is confined to the 101,735 urban families in Spokane and the 522 hustling cities and towns of the field (66 over 1,000 population)—truly an exceptional market, well worth winning completely, which is now provided for through a substantial discount brought about through cooperative effort.

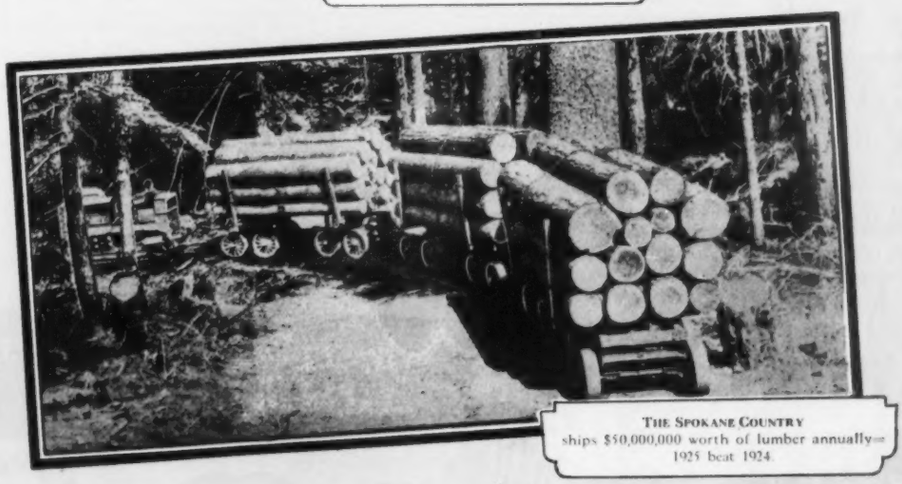
THE SPOKANE COUNTRY
Wool Growers clipped 11,000,000 pounds of wool

NOW FOR BOOK:
okane Country and Pacific Northwest"
OVERING YOUR PRODUCTS—NO CHARGES!

NATIONAL ADVERTISING BUREAU-
ESMAN-REVIEW.
SUNDAY-TWICE-A-WEEK
Daily Chronicle
-WEEKLY
SPOKANE COUNTRY LIKE THE SUNSHINE

DOMINANT FARM MAGAZINES
THE WASHINGTON FARMER
THE IDAHO FARMER
THE OREGON FARMER

93,000
CIRCULATION
86%
UNDUPLICATED



THE SPOKANE COUNTRY
ships $50,000,000 worth of lumber annually—
1925 beat 1924

Read—

Organizing Chaos
The New Propaganda
The New Propagandist
The Psychology of Public Relations
Business and the Public
Propaganda and Political Leadership
Women's Activities and Propaganda
Propaganda for Education
Propaganda in Social Service
Art and Science
Mechanics of Propaganda

Propaganda . . .

WEAPON OF WAR—
now the fighting arm of peace-time progress!

When great campaigns for public health or disaster relief are waged—when tooth-pastes and soaps, inventions and fashions, corporation bonds and realty investments, food products and railroads claim public attention, the way for acceptance is paved today by the expert in propaganda, the counsel on public relations.

Propaganda, during the war, roused the nations to arms; it mobilized Liberty Loans and food conservation drives; it furnished soldiers and civilians the will to victory.

A half dozen men who directed staffs of propagandists in Washington, London, Paris, Berlin were important adjutants of Chiefs of Staffs and Army Battalions.

American Business and leaders in Public Health, Education and Social Progress have adapted the lesson of propaganda! They have learned that the mass as well as the individual has a mind, and that its mind can be made up. They have learned that markets can be created, sales resistance wiped out, people's living habits completely changed, by the effective use of propaganda. The story is told in

PROPAGANDA

By EDWARD L. BERNAYS

Public Relations Counsel; Author of "Crystallizing Public Opinion"; Editor of "An Outline of Careers," etc.

Following upon his "Crystallizing Public Opinion," "Propaganda," by Edward L. Bernays, is a comprehensive examination of "the public mind in the making." It is written clearly, simply, forcefully by the man who has been responsible for much of the directed commercial propaganda of America's large corporations since the War. In a sense, Mr. Bernays created the profession of public relations counsel and he is one of its foremost exponents. In New York today he heads an organization which advises large corporations on public relations policies.

The ramifications of the "invisible government" by which men's minds are regimented, cross and recross in modern society. Mr. Bernays untangles the hidden skeins and shows how they may be utilized for the acceptance of new ideas, principles, movements, and products.

"PROPAGANDA" will startle, enlighten, fascinate you. It is on sale now at all book-stores, at $2.50.

Edward L. Bernays

has played a leading part in the development of the new propaganda. He has acted as public relations counsel to great industries and corporations, to national groups, and to world famous individuals. He served with the United States Committee of Public Information during the war and at the Peace Conference in Paris. As public relations counsel to Lithuania he helped to establish her independence. He was associate commissioner of President-elect Hoover's Commission to the Paris Exposition of 1925. He has helped to develop a new profession to an important position in the economic life of today.

DIRECTORY OF MERCHANDISING PAPERS
UNITED STATES

ALABAMA

City	Paper	Publishing Paper	Editor
Birmingham	Merchandising News (m)	News & Age-Herald	

ARIZONA

Hot Springs	Stardust (m)	Star	F. H. Case
Tucson	Retail Informer (sm)	Citizen	T. W. Schwamb

ARKANSAS

Little Rock	Retailer (m)	Democrat	W. D. Branham

CALIFORNIA

Calexico	La Cronica (w)	Chronicle	J. S. Castillo
Culver City	Friday Shopping News (sm)	Star-News	
Los Angeles	Southwestern Merchant (m)	Examiner	S. P. Bartlett
Los Angeles	Dealer Herald (m)	Herald	Leta McLaren
Los Angeles	Co-operator (m)	Record	F. R. Davit
Los Angeles	Better Methods (m)	Times	I. J. McBride
San Bernardino	County Merchandiser (m)	Telegram	H. P. Graham
San Diego	Co-operator (m)	Sun	Horace Hay
San Francisco	Dealer Call (m)	Call & Post	Jackson Pearson
San Francisco	Retailer (m)	Examiner	
San Francisco	Co-operator (m)	News	E. H. Smith.

COLORADO

Pueblo	Market Edition (w)	Chieftain	B. W. Crackett
Pueblo	Co-Advertiser (m)	Star-Journal	M. D. Townsend

CONNECTICUT

Hartford	Merchandiser (m)	Courant	Arthur F. Smith
Bridgeport	Retailer (m)	Telegram and Post	John Moran

DISTRICT OF COLUMBIA

Washington	Business Post	Post	
Washington	Co-operator (q)	Star	S. H. Kaufman

ILLINOIS

Bloomington	Retail Trade News (m)	Pantagraph	J. J. Hannie.
Chicago	Retailer (m)	Herald Examiner	H. Rissler
Chicago	Merchant (m)	News	J. A. Maloney
Chicago	Co-operator (m)	Tribune	T. C. Corbett
Peoria	Co-Operation (m)	Journal-Transcript	Roy A. Pratt
Springfield	Retail Informer (m)	State Journal	W. F. Dagon

INDIANA

Bloomington	The Bulletin (irr.)	World	Geo. W. Purcell
Connersville	The Magnet (M)	News-Examiner	I. T. Foster
Evansville	Market Master (m)	Press	W. R. McCullough
Indianapolis	Trade Aid (m)	News	Robt. A. Wolfe
Rushville	The Junior (irr.)	Republican	Ollie Cartmel
Seymour	Main Street (m)	Tribune	P. R. McGuire

IOWA

Waterloo	Druggists' and Grocers' Calendar (sm)	Courier	E. G. Carey
Waterloo	Merchants' Tribune (m)	Tribune	Harry Shaw

KANSAS

Arkansas City	Bulletin (m)	Traveler	N. B. Nusselman
Great Bend	Great Bender (irr.)	Tribune	E. C. Vollmer
Kansas City	Kansan Retailer (m)	Kansan	Knowlton Parker
Wichita	Retailer (m)	Eagle	E. F. Wilhite

LOUISIANA

New Orleans	The Store (m)	Times-Picayune	G. R. Hebert

MASSACHUSETTS

New Bedford	The Retailer (m)	Standard-Mercury	G. L. Perkins
Worcester	The Adviser (e.o.w.)	Gazette & Telegram	H. H. Hoffman

MICHIGAN

Detroit	Booster (M)	News	Jacob Albert
Flint	Retailer Bulletin (irr.)	Journal	B. M. Baker
Grand Rapids	Retailers' Bulletin (e.o.m.)	Press	D. R. Winkels
Kalamazoo	Retailers' Bulletin (q)	Gazette	C. M. Greenway, Jr.

MINNESOTA

Duluth	Ad-Viser (m)	Herald	J. P. Watson

NEW YORK

Binghamton	Ad-Viser (m)	Press	M. C. Ostrom
Buffalo	Contact (m)	Courier-Express	Frank Smith, Jr.
Buffalo	Ad-Viser (m)	News	A. C. Willats
Buffalo	Connecting Link (m)	Times	Norris Whitlock
Jamestown	Ad-Poster (m)	Post	O. W. Bunting
Niagara Falls	Advertiser (m)	Gazette	C. M. Snyder
Olean	Ad-Viser (m)	Times	J. J. Crowley
Rochester	Dealer (m)	Journal-American	P. A. Christol
Syracuse	Merchandiser (m)	Journal-American	F. D. Johnner
Syracuse	Post-script (e.o.m)	Post-Standard	W. A. Dyer, Jr.

NORTH CAROLINA

Greensboro	Record Business (bm)	Record	R. Dawson

NORTH DAKOTA

Fargo	Retailers' Bulletin (m)	Forum	H. R. Hill

OHIO

Bowling Green	Sentinel-Tribune (irr.)	Sentinel-Tribune	A. Haswell
Canton	Business Man (m)	Daily News	G. Esselburne
Cincinnati	Merchandiser (m)	Enquirer	S. A. Ferger
Columbus	Trade News (m)	Dispatch	E. M. Darms
Dayton	Trade Bulletin (m)	News	H. Hallyday, Jr.
Lima	Shopping Bulletin (w)	Star & Republican Gazette	G. E. McCormick
Painesville	Thrift & Bargain Events (w)	Telegraph	H. E. Johnson
Springfield	Merchant's Guide (m)	News	H. T. Rathbun
Toledo	Market Master (m)	News-Bee	W. C. Coutney
Toronto	Daily Tribune (d)	Toronto-Tribune	Forrest Richmond

OKLAHOMA

Clinton	Chronicle of the News (sm)	News	W. K. Leatherock
Oklahoma City	Retail Times (m)	Times & Oklahoman	L. S. Vance
Tulsa	Retailers' Tribune (m)	Tribune	A. W. Hirsch

OREGON

Portland	Cooperator (m)	News	Paul C. Wicker
Portland	Retail Round Table (m)	Oregonian	E. G. Miller
Portland	Trade News (m)	Oregon Journal	W. F. Hessian

PENNSYLVANIA

Easton	Retail Express (m)	Express	I. E. Keller
Erie	Adviser (q)	Dispatch-Herald	G. E. Magee
Lancaster	Merchandiser (m)	Intelligencer-Journal and New Era	E. H. Levan

RHODE ISLAND

Providence	Trade-Aid Bulletin (m)	Bulletin	A. L. Poorman
Providence	Trade-Aid Bulletin (m)	Journal	A. L. Poorman
Providence	News-Letter (e.o.m)	News	E. G. Burns

SOUTH CAROLINA

TENNESSEE

Knoxville	Over the Counter (sm)	News-Sentinel	Hugh Hosa
Memphis	Trade Appeal (m)	Commercial-Appeal	M. E. Penn
Memphis	Market Master (m)	Press-Scimitar	W. O. Sturdivant
Nashville	Firing Line (w)	Tennessean	Emmett Russell

TEXAS

Childress	Daily Index (d)	Daily Index	Fred A. Story
Dallas	Retail News & Journal (m)	News & Journal	Pope Armstrong
Fort Worth	Retail Trade Aid (m)	Star-Telegram & Record-Telegram	R. K. Ransone
San Antonio	Express-News Retailer (m)	Express & News	Mrs. A. K. Jones
San Antonio	Light Retailer (m)	Light	Wm. Brogan
Sherman	Red River Valley Retailer (w)	Democrat	Beatrice Baxter

UTAH

Salt Lake City	Service Bulletin (m)	Tribune	Carl W. Brown

WASHINGTON

Seattle	Retail-Intelligencer (m)	Post-Intelligencer	L. Goodwin
Seattle	Co-operator (m)	Star	F. L. Taylor
Spokane	Business-Bldg. Bulletin (bm)	Chronicle	Tom J. Turner
Spokane	Business-Bldg. Bulletin (bm)	Spokesman-Review	Tom J. Turner

WEST VIRGINIA

Keyser	Industrial Issue (s.a.)	Mineral News	W. H. Barger

WISCONSIN

Milwaukee	Dealer-Gram (m)	Herald	Miss Papenhagen
Milwaukee	Retail Journal (m)	Journal	J. W. Goll

ISLAND POSSESSIONS

Honolulu	Hawaiian Trade Winds (irr.)	Star-Bulletin	Riley H. Allen

CANADA

Nova Scotia

Halifax	The Accelerator (m)	Herald & Mail	A. W. Robb

Quebec

Quebec	The Golden Dog (m)	L'Evenement	E. Castonguay

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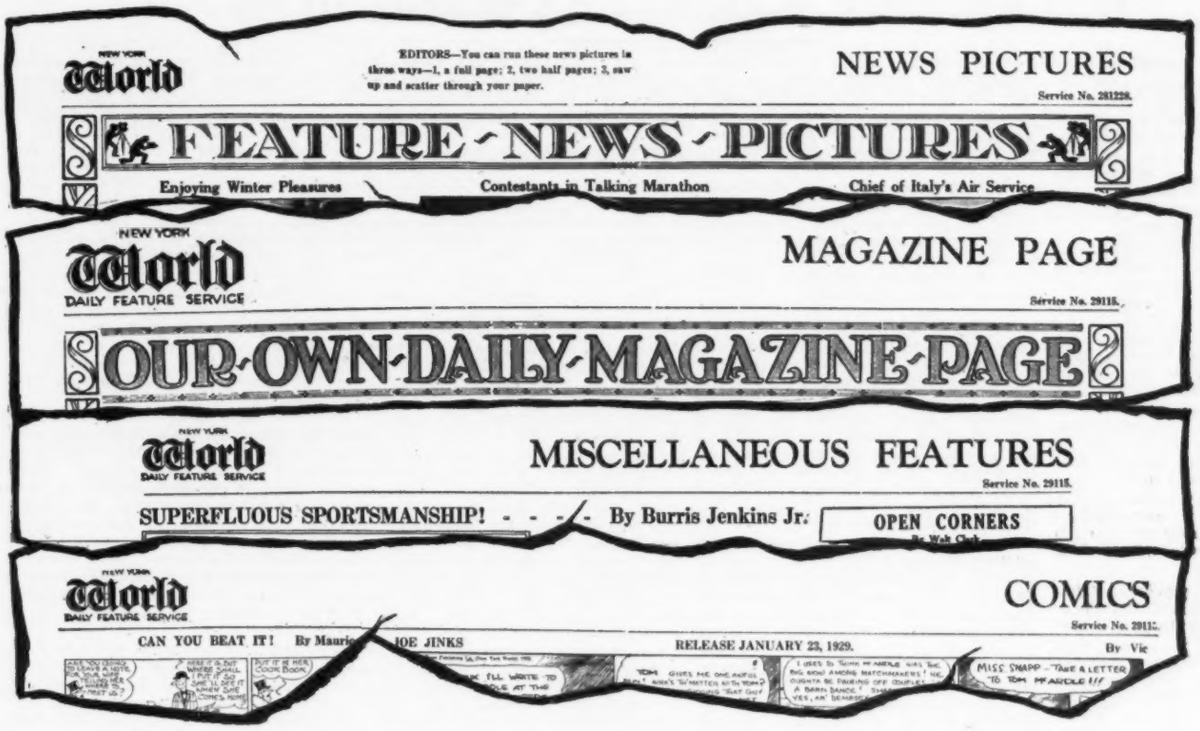

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CIRCULATIONS INCREASE AT SLOWER RATE

Mergers Pull Number of Morning Papers Below 400 and Cause Loss in Circulation — Evening and Sunday Issues Parallel Increase in Population

AFTER a decade of continuous, often spectacular growth, newspaper circulations appear to have reached where further additions will come in proportion to increase in the nation's population. The past year, as recorded in the tables on this and next page, has not seen the previous rate of increase maintained, and morning paper circulations, in fact, are less than they were a year ago.

Another departure from the previous trend is that evening papers increased in numbers, following five successive years in which the total roster of evening papers dropped from 1,610 to 1,538. This number as of Dec. 31, 1928, had risen to 1,542. Morning papers, however, continued their steady decline in numbers, falling below the 400 mark for the first time. After holding to an average of 425 for several years after the post-war crisis, morning issues began to decline in numbers as the result of consolidations in 1927, dropping from 425 to 411. The total now listed is 397. Sunday papers also showed the results of consolidations in 1928, their number dropping from 526 to 522, after a decline in the previous year from 545 to 526.

Circulations in the populous states, especially New York, Illinois and Pennsylvania, had increased in the years which followed 1928 at a rate far greater than the rate of population increase. While the country's population was increasing from 105,000,000 to 118,000,000 or 13.3 per cent, newspaper circulations in the same period—1921-1927—increased from 28,423,740 daily and 19,041,413 Sunday to 37,966,656 daily, and 25,469,037 Sunday, respective rates of increase of 33.9 per cent daily and 33.7 per cent Sunday.

During 1928, while the population, according to U. S. Census estimates, increased from 118,628,000 to 120,012,534, an increment of 1.16 per cent, circulations increased from 37,966,656 daily and 25,469,037 Sunday to 37,972,592 daily and 25,771,383 Sunday. The daily gain is so small as to be difficult to state in comprehensible fractions, while the Sunday increase is 1.2 per cent.

Daily circulation comparisons, of course, are affected by the fact that the *Kansas City Journal*, an old morning paper, was combined with its evening contemporary, the *Post*, immediately after circulations were reported for the six months ending Sept. 30, 1928, the period covered by the figures under discussion. Without doubt, much of this circulation which is lost to the statistics has been added to the lists of other Kansas City papers and will be noted in later statistics. Meanwhile, the morning paper figures are below those of last year by approximately the amount of the Journal's former circulation. Similar situations prevail on smaller scales in numerous other cities where morning papers have been absorbed and the decrease in number of morning papers from 411 to 397 within the year is ample testimony as to the scope of these consolidations. Some of this circulation will no doubt reappear on future reports, correcting the not wholly true impression from present statistics that daily paper circulations are declining.

But, even though they are not declining, it is not likely that they will again perform with the giant strides of the past decade. A considerable part of the great daily and Sunday circulation gains have been confined to the largest cities. New York with the tabloid *Daily* and *Sunday News* and *Daily Mirror* and *Daily Graphic* has added two million circulation to the daily total and a million and a half to the Sunday figures since 1920, without appreciably affecting the circulation bulk of the standard-sized dailies. The New York American, Chicago Tribune, and Chicago Herald & Examiner have all passed the million mark in Sunday circulation during the same period, their total gains in this classification probably amounting to more than a million copies an issue. It is not probably able that these achievements will be duplicated, because in effecting them, the newspapers have left few corners of their possible circulation territory uncanvassed. Good roads in the country's populous regions have made possible distribution of newspapers to points hitherto inaccessible, but the future road programs in thickly settled regions where circulation gains in large quantity can be amassed will not afford an opportunity equal to that of the immediate past.

The past year, from a circulation standpoint, was remarkable also for its dearth of big stories that people buy paper after paper to read. There was no crime of great compelling and sustained interest to whet appetites for sensation. Aviation successes had their day in 1927 and sold relatively few papers in 1928. Stock market trading which delayed reports of transactions for an hour or two hours after the New York Exchange had closed cut heavily into the sale of market editions in eastern cities in the last six months of the year, one New York circulation manager having declared that the situation was costing him the sale of 100,000 copies a day. Inadequate communications made it impossible for the newspapers to win their profit from the widespread public interest in stock trading which their news columns had no small share in stimulating.

What effect radio broadcasting has had upon circulations, the figures do not reveal. Last year, some commentators pointed to the great increase in circulations then noted as evidence that radio had stimulated the sale of newspapers. No other factor had entered the realm of public communications during the period 1921-1927, it was pointed out, and even a generous allowance for the effect of great and important news events and the penetration of remote regions by newspaper circulation trucks left a wide margin between the circulation increases and the increase in population. It was an interesting theory, but its soundness is doubtful in view of the fact that in 1928 when the radio reached new high levels of public contact, newspaper circulations show a barely perceptible gain that did not even keep pace with population increase. In fact, an equally good case might be made for the converse of the theory on present circulation statistics.

With circulations at a standstill, advertising rates also showed relatively little movement. Morning paper rates decreased in a ratio parallel with the circulation drop. Evening paper rates increased, somewhat faster than the indicated circulation increase. Several factors undisclosed by the figures enter into this apparent disproportion. A number of new evening dailies were established during the year. Rates are shown for these papers and included in the totals, but they have not been published long enough to render circulation statements either to the Post Office or the Audit Bureau of Circulations. The scales are further unbalanced by the fact that new rate schedules are immediately published upon the consolidation of two or more papers, while the merging of the circulation structures sufficiently to warrant a reliable statement of distribution may take weeks or months. As in the previous case, the rates are included in the total while the circulations must be omitted. Rates of established papers showed relatively few and small changes during the year. Sunday paper rates increased practically in proportion to the circulation gain.

The table on the opposite page, which is summarized in the box below, tells in compact form the newspaper situation of the day, and compares it with the situation at similar periods for the past eight years.

Populations are the latest estimates of the United States Census Bureau, for all states except Nevada, Mississippi, and Vermont, for which the 1920 Census figures are given. Canadian populations are 1928 estimates.

Number of newspapers is ascertained by counting all morning, evening, and Sunday newspapers, printed in English and of general circulation, in the United States, and of all daily and Sunday newspapers, printed in English and French, in Canada. The detail of these appear following page 18 of this issue. Circulations are based upon a count of all circulation stated on those pages, the authority being the publishers' statement of daily average net paid circulation either to the Post Office or to the Audit Bureau of Circulations for the six months ending Sept. 30, 1928. In some cases, the publishers' statements to the Audit Bureau of Circulations of his paper's average daily net paid circulation for the three months ending Sept. 30, 1928, is used.

The advertising rates are ascertained by adding the rates of morning, evening, and Sunday newspapers, respectively, as stated in the directory pages. The rate used is the minimum allowed on contracts for national advertising. In calculating the rates for morning and evening papers on the page opposite for individual states, the rate of morning-evening papers sold in combination is divided equally for purposes of calculation, even though the space cannot be purchased in that manner.

The table below, in addition to summarizing the above information, also shows the rate per line per million circulation of morning, evening, and Sunday newspapers as of Dec. 31, 1928, and for the same date for seven previous years. While the columns covering number of papers, total circulations, and total advertising rates show tremendous year to year changes, the column showing the rate per line per million circulation indicates that the relation between increasing circulation and increasing advertising rates remains remarkably stable. A single year's comparison may show an unusual bulge in the rate per line per million, but the following year usually brings the latter back toward the average for the previous four or five years. The table below indicates that publishers are charging practically the same amount per unit of circulation as they charged at the beginning of the present decade. Evening paper rates this year show one of the "bulges" just noted, a sudden rise from $3.29 to $3.40 per line per million circulation, due principally to uncounted circulation awaiting adjustment following consolidations of newspapers. Morning papers show a rate per line per million circulation of $2.52, the same as the rate of last year and the lowest point which has been reached since 1921. Sunday newspapers show a rate per line per million circulation of $2.30, an increase of 1 cent, or 43-100ths of 1 per cent, over last year's figure. The two right hand columns of the box below show the amount in cents of the change in the rate per line per million circulation between the present figure and that for the date stated opposite the change, with the percentage of increase or decrease shown in the last column.

Two obvious purposes are served by these tabulations. One is the production of uniform, reliable and comparable statistics on the newspaper business. The other is the production of a method of making a quick, rough calculation of the cost of a given amount of advertising in a given market area. An advertiser wishing to use 10,000 agate lines of space in every daily newspaper in the country can multiply the cost of a line in these newspapers, as shown in the grand total —$114.209—by 10,000, giving him a total cost of $1,142,090. The cost of a campaign in morning papers, in evening papers, in Sunday papers, in one or more states, can be calculated in the same manner by multiplying the cost for the chosen state by the number of lines to be used.

BASIC FACTS FOR THE BUYERS AND SELLERS OF NEWSPAPER ADVERTISING SPACE

Period	Number of Papers	Total Net Paid Circulations	Total Agate Line Rate	Rate per Line Per Million Circulation		Difference in Rate per Line per Million Circulation as of Dec., 1928	
MORNING PAPERS							
12/31/28	397	13,995,104	$35.301	$2.52	.....	....	.....
12/31/27	411	14,145,823	35.628	2.52	.....	....	.....
12/31/26	425	13,335,796	34.311	2.57	Decrease	$0.05	1.94%
12/31/25	427	12,440,387	33.195	2.66	Decrease	0.14	5.26%
12/31/24	429	12,365,215	33.581	2.71	Decrease	0.19	7.01%
12/31/23	426	11,475,071	30.651	2.70	Decrease	0.18	6.66%
12/31/22	426	10,809,619	27.529	2.52	.....	....	.....
12/31/21	427	10,144,260	29.952	2.59	Decrease	0.07	2.70%
EVENING PAPERS							
12/31/28	1,542	23,977,488	81.527	3.40	.....	....	.....
12/31/27	1,538	23,820,933	78.581	3.29	Increase	0.11	3.34%
12/31/26	1,576	22,666,007	75.940	3.35	Increase	0.05	1.63%
12/31/25	1,581	21,298,982	72.373	3.39	Increase	0.01	0.29%
12/31/24	1,585	20,634,222	68.496	3.32	Increase	0.08	2.40%
12/31/23	1,610	19,978,632	66.667	3.33	Increase	0.07	2.10%
12/31/22	1,607	18,898,322	63.116	3.34	Increase	0.06	1.67%
12/31/21	1,601	18,279,480	60.009	3.29	Increase	0.11	3.34%
SUNDAY PAPERS							
12/31/28	522	25,771,383	59.338	2.30	.....	....	.....
12/31/27	526	25,469,037	58.478	2.29	Increase	0.01	0.43%
12/31/26	545	24,435,192	56.965	2.33	Decrease	0.03	1.28%
12/31/25	548	23,354,622	54.243	2.32	Decrease	0.02	0.86%
12/31/24	539	22,219,646	51.098	2.29	Increase	0.01	0.43%
12/31/23	547	21,463,289	48.672	2.27	Increase	0.03	1.32%
12/31/22	546	19,676,725	45.829	2.33	Decrease	0.03	1.28%
12/31/21	545	19,041,413	44.253	2.32	Decrease	0.02	0.86%

A QUICK ESTIMATE CAN BE MADE OF A CAMPAIGN'S COST IN NEWSPAPERS OF U. S. OR CANADA

Circulations and Dates of 397 Morning, 1542 Evening and 522 U. S. Sunday Newspapers Given In Detail on Following Pages, Are Summarized by States and Nationally—Similar Data Given By Provinces for Canadian Newspapers

State	ESTIMATED POPULATION, U. S. Census, 1928 Estimates	Number of English Language Daily Newspapers (U. S.)			Total Net Paid Circulations			Joint Minumum Advertising Rates			NUMBER SUNDAY NEWS-PAPERS	TOTAL SUNDAY CIRC.	JOINT SUNDAY ADV. RATE
		MORN.	EVE.	TOTAL	MORNING	EVENING	TOTAL	MORN.	EVENING	TOTAL			
Alabama	2,573,000	3	17	20	85,558	234,618	320,176	$ .270	$ .740	$ 1.010	9	215,170	$ .741
Arizona	474,000	8	9	17	51,444	38,857	90,301	.345	.260	.605	9	59,059	.360
Arkansas	1,944,000	6	26	32	73,697	82,490	156,187	.286	.687	.973	7	132,162	.485
California	4,556,000	34	107	141	925,692	1,355,849	2,281,541	2.618	5.528	8.146	35	1,522,811	3.792
Colorado	1,090.000	6	24	30	63,136	231,072	294,208	.303	.926	1.229	10	436,425	.998
Connecticut	1,667,000	6	27	33	109,373	337,957	447,330	.345	1.271	1.616	5	203,179	.555
Delaware	244,000	1	2	3	10,434	41,920	52,354	.050	.130	.180	1	12,785	.060
District of Columbia	552,000	3	3	6	158,102	241,257	399,359	.610	.630	1.240	3	321,088	.730
Florida	1,411,000	13	29	42	176,720	182,499	359,219	.867	1.300	2.167	22	260,566	1.480
Georgia	3,203,000	6	21	27	157,865	257,105	414,970	.395	.924	1.319	17	535,338	1.206
Idaho	546,000	5	10	15	29,711	32,989	62,700	.200	.297	.497	7	47,024	.280
Illinois	7,396,000	10	90	100	1,344,953	1,695,747	3,040,700	2.210	4.940	7.150	19	2,514,700	3.286
Indiana	3,176,000	17	90	107	325,663	731,209	1,056,872	.965	3.067	4.032	17	430,348	1.190
Iowa	2,428,000	4	39	43	176,147	543,366	719,513	.375	2.013	2.388	9	359,683	1.110
Kansas	1,835,000	8	49	57	125,511	277,034	402,545	.428	1.542	1.970	11	222,421	.743
Kentucky	2,553,000	8	21	29	142,405	285,753	428,158	.384	.947	1.331	11	312,249	.850
Louisiana	1,950.000	5	10	15	173,538	174,962	348,500	.463	.616	1.079	5	346,478	.750
Maine	795,000	5	6	11	104,806	82,736	187,542	.285	.270	.555	1	39,434	.120
Maryland	1,616,000	4	10	14	166,396	406,698	573,094	.345	.970	1.315	3	359.018	.910
Massachusetts	4,290,000	11	55	66	971,710	1,344,580	2,316,290	2.140	4.313	6.453	13	1,498,740	3.040
Michigan	4,591,000	6	51	57	294,320	1,159,421	1,453,741	.661	3.138	3.799	13	1,183,885	2.156
Minnesota	2,722,000	5	30	35	189,819	573,315	763,134	.418	1.768	2.186	6	560,108	1.225
Mississippi	1,970,618	4	11	15	24,160	772,933	97,093	.140	.389	.529	7	64,540	.330
Missouri	3,523,000	8	49	57	595,672	1,011,655	1,607,327	1.042	2.637	3.679	13	1,138,820	2.135
Montana	548,889	9	9	18	64,490	34,810	99,300	.350	.298	.648	10	85,240	.480
Nebraska	1,408,000	6	17	23	169,701	227,373	397,074	.386	.887	1.273	8	318,910	.826
Nevada	77,407	3	7	10	6,093	10,991	17,084	.066	.161	.227	3	6,391	.066
New Hampshire	456,000	2	8	10	15,166	43,341	58,507	.060	.207	.267	..	.....	.....
New Jersey	3,821,000	6	30	36	150,824	666,928	817,752	.500	1.958	2.458	8	213,034	.765
New Mexico	396,000	1	6	7	13,422	28,781	42,203	.035	.192	.227	1	14,081	.035
New York	11,550,000	32	92	124	3,443,410	3,484,076	6,927,486	7.209	9.912	17.121	25	5,471,629	9.002
North Carolina	2,938,000	10	28	38	186,909	169,160	356,069	.630	.993	1.623	17	261,787	1.005
North Dakota	641,192	2	8	10	25,000	47,346	72,346	.090	.305	.395	2	34,086	.160
Ohio	6,826,000	14	108	122	558,303	2,080,093	2,638,396	1.304	5.879	7.183	24	1,262,509	3.125
Oklahoma	2,426,000	11	43	54	200,646	300,362	501,007	.621	1.593	2.214	29	330,422	1.555
Oregon	902,000	9	20	29	138,395	267,068	405,463	.478	1.010	1.488	10	329,397	.750
Pennsylvania	9,854,000	31	120	151	1,100,088	2,290,909	3,390,997	2.963	6.944	9.907	16	1,813,388	3.685
Rhode Island	716,000	2	8	10	48,135	183,662	231,797	.139	.600	.739	3	92,494	.330
South Carolina	1,864,000	6	9	15	81,628	61,892	143,520	.290	.331	.621	8	110,860	.445
South Dakota	704,000	2	13	15	9,311	79,272	88,583	.060	.494	.554	3	44,044	.180
Tennessee	2,502,000	5	17	22	237,186	358,745	595,931	.440	1.054	1.494	9	389,125	.970
Texas	5,487,000	24	88	112	410,544	762,140	1,172,684	1.426	3.400	4.826	46	848,833	3.487
Utah	531,000	1	6	7	45,026	72,057	117,083	.090	.310	.400	5	105,245	.345
Vermont	352,428	2	7	9	28,344	20,187	48,531	.115	.160	.275	...	.....	.....
Virginia	2,575,000	9	20	29	165,110	206,228	371,338	.492	.890	1.382	12	203,519	.732
Washington	1,587,000	10	22	32	212,331	406,482	618,813	.715	1.479	2.194	12	437,826	1.180
West Virginia	1,724,000	10	22	32	118,576	128,610	247,186	.472	.764	1.236	10	166,645	.593
Wisconsin	2,953,000	3	43	46	86,948	635,186	722,134	.255	2.234	2.489	6	444,493	.990
Wyoming	247,000	1	5	6	2,686	15,767	18,453	.030	.169	.199	2	11,494	.100
Total of U. S. English Language Daily Newspapers	120,012,534	397	1 542	1,939	13,995,104	23,977,488	37,972,592	$35.301	$81.527	$116.828	522	25,771,583	$59.338
Territory of Hawaii	300,000	1	2	3	10,489	20,326	30,815	.080	.110	.190	2	17,824	.120
For Comparative Purposes													
Newspapers as of Oct. 1, 1927		411	1,538	1,949	14,145,833	23,820,933	37,966,656	$35.628	$78.581	$114.209	526	25,469 037	$58.478
Newspapers as of Oct. 1, 1926		425	1,576	2,001	13,335,796	22,666.007	36,001,803	$34.311	$75.940	$110.251	545	24,435,192	$56.956
Newspapers as of Oct. 1, 1925		427	1,581	2,008	12,440,387	21.298,982	33,739,369	$33.195	$72.373	$105.568	548	23,354,622	$54.243
Newspapers as of Oct. 1, 1924		429	1,585	2,014	12,365,215	20,634,222	32,999.427	$33.581	$68.496	$102.077	539	22,219,646	$51.098
Newspapers as of Oct. 1, 1923		426	1.610	2.036	11,475,051	19,978,632	31,453,683	$30.651	$66.667	$ 97.318	547	21,463,289	$48.672

READY RECKONER FOR DAILY NEWSPAPERS OF THE DOMINION OF CANADA

Province	ESTIMATED POPULATION 1921 Census Revised	Number of Daily Newspapers			Total Net Paid Circulations			Joint Minimum Advertising Rates			NUMBER SUNDAY PAPERS	TOTAL SUNDAY CIR'N	JOINT SUNDAY ADV. RATES
		MORN.	EVE.	TOTAL	MORNING	EVENING	TOTAL	MORN.	EVE.	TOTAL			
Alberta	603,000	1	5	6	14,413	80,201	94,614	.060	.295	.355	...	.....	.....
British Columbia	568,000	4	8	12	38,238	159,340	197,578	.183	.473	.656	3	105,828	.253
Manitoba	639.000	1	5	6	24,504	89,351	113,855	.075	.241	.316	...	.....	.....
New Brunswick	407,000	2	4	6	23,165	26,735	49,900	.080	.117	.197	...	.....	.....
Nova Scotia	540,000	3	8	11	39,756	43,741	83,497	.150	.204	.354	...	.....	.....
Ontario	3,146,000	6	34	40	273,855	607,976	881,831	.565	1.581	2.146	1	198,064	.310
Prince Edward Island	87,000	1	1	2	5,110	3.921	9,031	.030	.020	.050	...	.....	.....
Quebec	2,562,000	3	13	16	70,189	439,814	510,003	.210	1.028	1.238	...	.....	.....
Saskatchewan	821,000	3	5	8	29,392	36,715	66,107	.110	.190	.300	...	.....	.....
Total Canadian Dailies	9.378.000	24	83	107	518,622	1,487,794	2,006,416	$ 1.463	$ 4.149	$ 5.612	4	303,892	$ 0.563
Canadian Dailies as of Oct. 1, 1927		24	81	105	497.350	1,433.611	1.930 961	$ 1.422	$ 3.906	$ 5.308	4	290,461	$ 0.520
Canadian Dailies as of Oct. 1. 1926		24	79	103	475,104	1,369 219	1,844,323	$ 1.391	$ 3.782	$ 5.173	4	276,683	$ 0.548
Canadian Dailies as of Oct. 1, 1925		24	81	105	471,838	1,325,478	1.797 316	$ 1.385	$ 3.536	$ 4.921	5	301,191	$ 0.593
Canadian Dailies as of Oct. 1, 1924		26	80	106	479,077	1,284,904	1,763,981	$ 1.436	$ 3.433	$ 4.869	5	214,187	$ 0.473

For Explanation and Interpretation of This Table See Preceding Page. **All Rights Reserved. Copyright 1929, by EDITOR & PUBLISHER COMPANY.**

NEWSPAPERS OPERATING A MERCHANDISING SERVICE

ALABAMA

Birmingham Age-Herald & News.
Dothan Eagle.
Mobile News Item.
Mobile Register.

ARIZONA

Phoenix Gazette.
Phoenix Republican.
Tucson Citizen.
Tucson Arizona Star.
Yuma Arizona Sentinel.

ARKANSAS

El Dorado News and Times.
Fort Smith Times Record and Southwest American.
Hope Star of Hope.
Little Rock Arkansas Democrat.
Little Rock Arkansas Gazette.
Pine Bluff Graphic.

CALIFORNIA

Alhambra Post-Advocate.
Chico Enterprise.
Eureka Humboldt Times.
Fresno Bee.
Fresno Republican.
Glendale News-Press.
Grass Valley Union.
Hanford Journal.
Hollywood Citizen.
Long Beach Press-Telegram.
Long Beach Sun.
Los Angeles Examiner.
Los Angeles Express.
Los Angeles Herald.
Los Angeles Illustrated News.
Los Angeles Record.
Los Angeles Times.
Marysville Appeal-Democrat.
Modesto News-Herald.
Monrovia News.
Oakland Post-Enquirer.
Oakland Tribune.
Palo Alto Times.
Pasadena Star-News.
Redlands Facts.
Redwood City Tribune.
Richmond Independent.
Sacramento Bee.
Sacramento Union.
San Bernardino Telegram.
San Barnardino Sun.
San Diego Sun.
San Diego Union and Tribune.
San Francisco Call and Post.
San Francisco Chronicle.
San Francisco Examiner.
San Francisco News.
San Jose News.
San Luis Obispo Telegram and Tribune.
San Rafael Independent.
Santa Ana Times.
Santa Barbara News.
Santa Cruz Sentinel.
Santa Maria Times.
Santa Rosa Press Democrat & Republican.
Stockton Independent.
Stockton Record.
Tulare Advance-Register.
Ventura County Star.
Visalia Times-Delta.

COLORADO

Denver Post.
Denver Rocky Mountain News.
Fort Collins Express-Courier.
Pueblo Chieftain.
Pueblo Star-Journal.

CONNECTICUT

Hartford Courant.
Bridgeport Telegram-Post.
Hartford Times.
New Haven Times-Union.
So. Norwalk Sentinel.
Waterbury Republican and American.

DISTRICT OF COLUMBIA

Washington Post.
Washington Star.
Washington Times.

FLORIDA

Fort Lauderdale News.
Fort Myers Tropical News.
Jacksonville Florida Times-Union.
Pensacola News Journal.
St. Petersburg Independent.
St. Petersburg Times.
Tampa Times.
Tampa Tribune.
West Palm Beach Post.

GEORGIA

Atlanta Constitution.
Atlanta Georgian and American.
Atlanta Journal.
Augusta Herald.
Columbus Ledger.
Griffin News.
Macon Telegraph.

IDAHO

Moscow Star-Mirror.
Twin Falls News.
Twin Falls Times.

ILLINOIS

Bloomington Pantagraph.
Chicago American.
Chicago Jewish Forward.
Chicago Herald & Examiner.
Chicago Journal.
Chicago News.
Chicago Tribune.
Decatur Herald.
Decatur Review.
Galesburg Register-Mail.
Kewanee Star-Courier.
Lincoln Courier.
Marion Republican.
Moline Dispatch.
Monmouth Review-Atlas.
Mt. Vernon Register-News.
Peoria Journal-Transcript.
Peoria Star.
Quincy Herald-Whig.
Rockford Register-Gazette.
Springfield State Journal.
Springfield State Register.

INDIANA

Alexandria Times-Tribune.
Anderson Herald.
Brazil Times.
Connersville News-Examiner.
Evansville Courier Journal.
Evansville Press.
Frankfort Times.
Franklin Star.
Greencastle Banner.
Hartford City Times-Gazette.
Indianapolis News.
Indianapolis Star.
Indianapolis Times.
Lafayette Journal & Courier.
Logansport Pharos-Tribune.
Marion Leader-Tribune.
Muncie Star.
Princeton Democrat.
Richmond Item.
Seymour Tribune.
South Bend Tribune.
Terre Haute Post.
Terre Haute Star.
Terre Haute Tribune.
Vincennes Sun.

IOWA

Atlantic News-Telegraph.
Burlington Gazette.
Council Bluffs Nonpareil.
Davenport Democrat & Leader.
Des Moines Register & Tribune.
Fairfield Ledger.
Fort Madison Democrat.
Iowa City Press-Citizen.
Marshalltown Times-Republican.
Mason City Globe-Gazette.
Oelwein Register.
Perry Chief.
Sioux City Journal.
Sioux City Tribune.
Vinton Times.
Waterloo Courier.

KANSAS

Atchison Globe.
Caldwell Messenger & News.
Chanute Tribune.
Dodge City Globe.
El Dorado Times.
Hutchinson News & Hutchinson Herald.
Iola Daily Register.
Kansas City Kansan.
Lawrence Journal-World.
Norton Telegram.
Ottawa Herald.
Pratt Tribune.
Salina Journal.
Topeka Capital.
Wichita Beacon.
Wichita Eagle.

KENTUCKY

Owensboro Messenger.
Covington Kentucky Post.
Covington Kentucky Times-Star.
Lexington Leader.
Louisville Courier-Journal.
Louisville Times.
Louisville Herald-Post.
Paducah News-Democrat.

LOUISIANA

New Orleans Item-Tribune.
New Orleans States.
New Orleans Times-Picayune.
Shreveport Times.

MAINE

Portland News.

MARYLAND

Baltimore American.
Baltimore News.
Baltimore Post.
Baltimore Sun.

MASSACHUSETTS

Boston Christian Science Monitor.
Greenfield Recorder.
New Bedford Times.
Springfield Union.
Springfield News.
Springfield Republican and Union-Republican.
Worcester Post.
Worcester Gazette and Telegram.

MICHIGAN

Adrian Telegram.
Ann Arbor News.
Battle Creek Enquirer-News.
Bay City Times.
Detroit Free Press.
Detroit News.
Detroit Times.
Flint Journal.
Grand Rapids Press.
Hillsdale News.
Ionia Sentinel-Standard.
Ironwood Globe.
Kalamazoo Gazette.
Lansing State Journal.
Marquette Mining Journal.
Marshall Chronicle.
Mt. Pleasant Times.
Muskegon Chronicle.
Pontiac Press.
Three Rivers Commercial.
Traverse City Record-Eagle.

MINNESOTA

Bemidji Pioneer.
Crookston Times.
Duluth News-Tribune.
Faribault News.
Mankato Free Press.
Minneapolis Tribune.
Owatonna People's Press.
Red Wing Republican.
St. Cloud Times.
Saint Paul Daily News.

MISSISSIPPI

Jackson News.

MISSOURI

Columbia Missourian.
Excelsior Springs Standard.
Jefferson City Post-Tribune.
Joplin Globe Herald.
Kansas City Journal-Post.
Maryville Democrat-Forum & Tribune.
St. Louis Globe-Democrat.
St. Louis Post-Dispatch.
St. Louis Star.

MONTANA

Great Falls Tribune-Leader.
Havre Promoter.
Lewistown Democrat-News.
Missoula Sentinel and Missoulian.
Missoula Northwest.

NEBRASKA

Lincoln Journal.
Lincoln Star.
Omaha World Herald.

NEW HAMPSHIRE

Keene Sentinel.
Manchester L'Avenir National.

NEW MEXICO

Albuquerque Journal.
Albuquerque New Mexico State Tribune.
Raton Range.
Santa Fe New Mexican.

NEW JERSEY

Atlantic City Press-Union.
Camden Courier and Post.
Hackensack Bergen Record.
Newark News.
Paterson Press-Guardian.
Plainfield Courier-News.

NEW YORK

Albany News.
Albany Times-Union.
Amsterdam Recorder & Democrat.
Batavia News.
Binghamton Press.
Buffalo Courier-Express.
Buffalo News.
Buffalo Times.
Elmira Star-Gazette.
Freeport Review.
Gloversville Herald.
Hudson Register.
Kingston Freeman.
Lynbrok Nassau Star.
Middletown Times-Herald.
Newburgh-Beacon News.
New York Amerikai Magyar Nepszava.
New York Knickerbocker Press.
New York Jewish Day.
New York Jewish Forward.
New York Jewish Journal.
New York Journal.
New York News.
New York Nowy Swiat.
New York World.
Niagara Falls Gazette.
Oswego Palladium-Times.
Port Chester Item.
Rochester Democrat Chronicle.
Rochester Journal-American.
Rochester Times-Union.
Schenectady Gazette.
Schenectady Union-Star.
Staten Island Advance.
Syracuse Herald.
Syracuse Journal-American.
Syracuse Post-Standard.
Troy Record.
Utica Observer-Dispatch.
Utica Press.
Watertown Times.

NORTH CAROLINA

Asheville Citizen.
Asheville Times.
Charlotte News.
Charlotte Observer.
Greensboro News.
Salisbury Post.

OHIO

Bucyrus Telegraph Forum.
Canton News.
Canton Repository.
Cincinnati Enquirer.
Cincinnati Post.
Cincinnati Times Star.
Cleveland News.
Columbus Dispatch.
Columbus State Journal.
Dayton Herald.
Dayton Journal.
Dayton News.
Dover Reporter.
Fostoria Review.
Hamilton News.
Lorain Journal.
Lorain Times-Herald.
Mansfield News.
Middletown Journal.
Middletown News-Signal.
Newark Advocate and American Tribune.
Niles Times.
Sandusky Register.
Springfield News.
Toledo Blade.
Toledo News-Bee.
Toronto Tribune.
Wilmington News-Journal.
Youngstown Telegram.
Youngstown Vindicator.

OKLAHOMA

Ada News.
Bartlesville Enterprise.
Blackwell News and Tribune.
Cushing Citizen.
Drumright Derrick.
Enid News and Eagle.
Okemah Leader.
Oklahoma City Times and Oklahoman.
Okmulgee Times and Democrat.
Tulsa Tribune.
Tulsa World.

OREGON

Ashland Tidings.
Astoria Astorian.
Astoria Budget.
Bend Bulletin.
Eugene Guard.
Baker Herald.
La Grande Observer.
Medfort Tribune.
Oregon City Enterprise.
Portland News.
Portland Oregonian.
Portland Journal.

PENNSYLVANIA

Allentown Call.
Bethlehem Globe-Times.
Carbondale Leader.
Easton Express.
Erie Dispatch-Herald.
Gettysburg Times.
Harrisburg Telegraph.
Lancaster Intelligencer-Journal and New Era.
Mechanicsburg Local News.
Mount Carmel Item.
Philadelphia News.
Philadelphia Ledger.
Philadelphia Record.
Philadelphia Tageblatt.
Pittsburgh Post-Gazette.
Pittsburgh Sun-Telegraph.

RHODE ISLAND

Providence Bulletin.
Providence Journal.
Providence News.
Woonsocket Call.

SOUTH CAROLINA

Anderson Independent-Tribune.
Charleston News Courier & Post.
Columbia Record.

SOUTH DAKOTA

Huron Huronite.
Mitchell Republican.
Rapid City Journal.
Sioux Fall Argus-Leader.
Yankton Press & Dakotan.

TENNESSEE

Chattanooga News.
Chattanooga Times.
Elizabethton Star.
Johnson City Chronicle & Staff News.
Knoxville Journal.
Tennessee Commercial Appeal.
Nashville Banner.
Nashville Tennessean.

TEXAS

Abilene Reporter-News.
Amarillo Globe & News.
Austin American-Statesman.
Beaumont Enterprise & Journal.
Brenham Banner-Press.
Brownsville Herald.
Childress Index.
Corpus Christi Caller.
Corsicana Sun.
Dallas News & Journal.
Dallas Times Herald.
Denison Herald.
Edinburg Valley Review.
El Paso Post.
Fort Worth Star-Telegram & Record Telegram.
Galveston News & Tribune.
Houston Chronicle.
Houston Post-Dispatch.
Laredo Times.
McKinney Courier-Gazette.
Marshall News Messenger.
Mexia Daily News.
Mineral Wells Index.
Palestine Press.
Paris News
San Angelo Standard-Times.
San Antonio Light.
Sherman Democrat.
Waco News-Tribune & Times Herald.
Wichita Falls Record News & Times.

UTAH

Logan Herald.
Ogden Standard-Examiner.
Salt Lake City Telegram.
Salt Lake City Tribune.

VERMONT

Burlington News.

VIRGINIA

Covington Virginian.
Danville Register & Bee.
Norfolk Ledger Dispatch.
Portsmouth Star.
Richmond Times-Dispatch.
Roanoke Times & World-News.

WASHINGTON

Bellingham Herald.
Centralia Chronicle.
Ellensburg Record.
Longview News.
Port Angeles News.
Seattle Post-Intelligencer.
Seattle Star.
Seattle Times.
Spokane Chronicle.

(Continued on page 140)

COST FACTOR INCREASINGLY FAVORS DAILIES

Magazine Rates Rise Sharply While Daily and Sunday Papers Cut Duplicate Circulation and Maintain Even Rate Structure—Large Magazines Cease to Gain Readers

THE startling economy afforded by daily newspaper advertising over other forms employing the printed word is indisputably demonstrated by the statistics on the tables which follow. In them is detailed the circulation distribution by states and territorial markets of all the principal magazines used by advertisers, with a statement of page rates and agate line rates, a recapitulation of these figures, and a comparison of the circulation distribution and the cost, as shown by the rates, with the circulation distribution and rates of daily newspapers.

Statistics are shown for 21 general magazines (monthly), 7 magazines of class appeal, 11 devoted to the interests of women, and eight major weekly publications, including those of the largest circulation and advertising patronage. All are members of the Audit Bureau of Circulations and the circulation figures are taken from their latest available reports to that organization. Rates are taken from the latest available rate cards, as of December 31, 1928.

The 47 magazines are shown to have a total net paid circulation of 35,342,738 copies an issue, divided as follows: Monthly magazines, 8,528,849; women's magazines, 17,058,282; class magazines, 1,262,857; weekly magazines, 8,492,750.

The monthly and class magazine totals are behind those of a year ago, while the circulation for the women's magazines and the weeklies are higher than at the end of 1927. The total circulation is 1,511,582 copies per issue greater than it was a year ago, a gain of 4.4 per cent.

Advertising rates for the magazines listed total $117,701.00 per page, against a total page rate at the end of 1927 of $107,770.00. This is an increase of $9,931.00, or 9.2 per cent, against a circulation increase of 4.4 per cent, and it brings the cost of a page of space in these magazines to a new high level. The rate per agate line in these magazines is now $221.84, against $208.40 a year ago, the advance in this case being 6.4 per cent. It brings the agate line rate of these magazines to a point nearly double that of the agate line rate of all daily newspapers of the country, making the cost factor in the comparison of the newspaper and the magazine as advertising media of supreme importance.

Daily newspapers, as has been indicated on another page in this issue, have developed their circulation to the point where further great expansion in the immediate future is physically impossible. The gain in daily newspaper circulation during the past year was small, evening papers gaining about 150,000 copies, morning papers losing about 144,000 and Sunday papers gaining 300,000. The morning paper loss is to some extent technical, several thousand circulation being omitted from the tabulation pending adjustment of consolidations, but it is probable that the consolidations of the future will bring about a steady reduction in the number of small city morning papers, with consequent reduction of the circulation in this class. The bulk of the morning paper circulation is in the large centers and the total distribution for the next five years will probably not increase at a much faster rate than that of population growth. The same applies to evening papers, except for the fact that additions to the newspaper ranks by the conversion of weeklies, semi-weeklies and tri-weeklies to dailies will add principally to the evening newspaper ranks and circulation totals, while the established evening papers expand circulation in time with the growth of trading territories.

Consolidations among newspapers have also brought duplicated circulations to a minimum.

The general practice of newspapers during the last two years has been away from the old circulation-at-any-price theory, and the tendency toward concentrated circulation in the trading territory has been accentuated by the growth in number of morning-evening newspapers operated in combination and selling space at one rate. Lists have been adjusted to provide the least possible duplication of circulation between editions, and while most publishers do not look upon duplication of circulation as a wholly bad condition for the advertiser, they realize that advertisers can and do use the arguments against paying the price for newspaper space that the publisher considers justified.

Magazines have not been able to so arrange their affairs. It has been stated on excellent authority that the field for magazine circulation is limited to some 5,000,000 of the 25,000,000 families inhabiting the United States, and that some families read regularly as many as six of the magazines whose circulation is listed on the following pages. Assuming that an advertiser may desire to have his message read in six or more different media in the one month by one reader or one group of readers, on the theory that the fifth or sixth prod to the reader's eye may produce an inquiry where the first, second, and third efforts were fruitless, the question of cost becomes paramount.

The cost of the agate lines that are to be hurled one after the other into the retina of the prospective buyer is highly important if the reader must be beaten into attention by weight or linage. The magazines that are listed in this tabulation will send forth one agate line 35,342,738 times for a cost of $221.84. The newspapers will send the same agate line into 37,972,592 circulation for a cost of $116.83. The magazine cost for circulating the agate line one million times is $6.20. The newspaper cost for circulating the same agate line one million times is $3.08.

The seeker after truth hunts in vain for sound reasons for the more than one hundred percent higher cost of magazine circulation. He finds in the magazines interesting fiction, written under the same names that appear in daily newspaper fiction columns. He balances magazine comment upon the slow-moving currents of human affairs with the newspaper's up-to-the-second news and immediate comment upon the eddies which govern the course of the major streams. In both he finds household advice, humor, art and science, written often by the same pens and differing only in method of presentation. In the advertising columns, he finds the magazine space garish with color, strutting in Easter Sunday clothes past the shuttered windows and time-locked doors of Fifth Avenue on a Sunday morning in Spring. In the newspapers he finds the copy in working garments, directing readers to the address at the bottom where the merchandise can be purchased. In the magazine circulation he sees thousands of copies, bought and paid for, distributed in areas where the goods cannot be purchased and would not if they were available. In the newspaper circulation, he finds close-knit units purchaseable wherever a market has been or can be created for the merchandise offered.

The manufacturer who uses eight weekly magazines to bring to the attention of home-builders his elegant and efficient home-heating plant has his market in the states were winters mean freezing weather and coal-consuming gales. He can buy a page in all of the eight weeklies, reaching approximately 8,500,000 subscribers, for a total price of $24,630. For his money he will get, in addition to the readers in New England, the Northwest, the Middle Atlantic and the Central States—which he wants—some 657,839 copies in California, another 821,209 copies in the Southern States, and 392,628 copies in various and assorted regions which may or may not be interested in protection against cold weather. In a word, almost 20 per cent of the circulation bought and paid for by his $24,630 has only the remotest chance of sending him an inquiry that can be turned into an order. Of the remaining 80 per cent, hundreds of thousands may go into territory where the merchandise is unknown or unfavorably regarded to the extent that its sale is impossible.

The heating-equipment manufacturer who is bent on selling heaters, rather than admiring his copy in handsome colors or creating national prestige by letting himself be seen in the company of the great, can sell heaters where he wants to sell them through newspaper-advertising. He can buy almost 10 million circulation in the Central States where winters mean low temperatures, at the rate of $27.09 an agate line, or in a space unit equal to that of a large magazine page for $16,000. For two-thirds of the cost of a wasteful diffuse national magazine campaign, he buys considerably more circulation, concentrated in an area where geography gives him a market that his own efforts can exploit. In the thickly settled regions of New York and New Jersey he can buy almost as much newspaper circulation as the eight weeklies afford him in country-wide distribution, at a cost of $19.50 an agate line, or $11,700 for the space of a magazine page. In the New England market, he can buy more than 3,200,000 circulation for $9.90, or less than $6,000 for his magazine-size space—37 per cent of the circulation afforded by the magazines in useful and useless areas alike, concentrated in an area where it is 90 per cent potential, at less than 25 per cent of the magazine cost.

The weeklies include most of the magazine bell-wethers, and their rates are not unconscionable by comparison with other publications.

Eleven women's magazines have about twice the total circulation of either the general magazines or the weeklies, or about as much as their combined totals. The women's magazines show a total page rate, however, which is considerably in excess of the combined rates of the weeklies and the general magazines—$62,901 per page, or 28 per cent more than the combined total of the weeklies and the general publications.

The newspaper can place selling copy before the consumer at the time and at the place where the sale can be consummated with dispatch and without the unavoidable intermediate steps that link the inquiry from magazine advertiser with the transfer of the customer's money to the salesman.

NEWSPAPER ROTOGRAVURE SECTIONS

ALABAMA

BIRMINGHAM: Age-Herald; Sunday.

CALIFORNIA

FRESNO: Bee; Sunday.
LONG BEACH: Press-Telegram; Sunday.
LOS ANGELES: Times; Sunday.
SAN FRANCISCO: Chronicle; Sunday.

COLORADO

DENVER: Post; Sunday.
DENVER: Rocky Mountain News; Sunday.

CONNECTICUT

HARTFORD: Courant; Sunday.
WATERBURY: Republican & American; Sunday.

DISTRICT OF COLUMBIA

WASHINGTON: Post; Sunday.
WASHINGTON: Star; Sunday.

FLORIDA

MIAMI: News; Sunday.

GEORGIA

ATLANTA: Constitution; Sunday.
ATLANTA: Journal; Sunday.

ILLINOIS

CHICAGO: Jewish Forward; Sunday.
CHICAGO: News; Saturday.
CHICAGO: Tribune; Sunday.
PEORIA: Journal Transcript; Sunday.
PEORIA: Star; Sunday.

INDIANA

FORT WAYNE: News-Sentinel; Saturday.
INDIANAPOLIS: Star; Sunday.
SOUTH BEND: News-Times; Sunday.
TERRE HAUTE: Tribune; Sunday.

IOWA

DES MOINES: Register & Tribune; Sunday.

KANSAS

WICHITA: Eagle; Sunday.

KENTUCKY

LOUISVILLE: Courier-Journal; Sunday.
LOUISVILLE: Herald-Post; Sunday.

LOUISIANA

NEW ORLEANS: Times-Picayune; Sunday.

MARYLAND

BALTIMORE: Sun; Sunday.

MASSACHUSETTS

NEW BEDFORD: Standard-Mercury; Sunday.
SPRINGFIELD: Republican and Union-Republican; Sunday.
WORCESTER: Gazette and Telegram;

MICHIGAN

DETROIT: Free Press; Sunday.
DETROIT: News; Sunday.

MINNESOTA

MINNEAPOLIS: Journal; Sunday.
MINNEAPOLIS: Tribune; Sunday.
ST. PAUL: News; Sunday.

MISSOURI

KANSAS CITY: Journal-Post; Sunday.
KANSAS CITY: Star; Sunday.
ST. LOUIS: Globe-Democrat; Sunday.
ST. LOUIS: Post-Dispatch; Sunday.
TRENTON: Republican-Times; Saturday.

NEBRASKA

OMAHA: World Herald; Sunday.

NEW JERSEY

NEWARK: Ledger; Sunday.
NEWARK: Sunday Call; Sunday.
PASSAIC: Eagle; Sunday.

NEW YORK

ALBANY: Knickerbocker Press; Sunday.
BUFFALO: Courier-Express; Sunday.
BUFFALO: Times; Sunday.
NEW YORK: Jewish Forward; Sunday.
NEW YORK: Graphic; Saturday.
NEW YORK: Herald-Tribune; Sunday.
NEW YORK: News; Sunday.
NEW YORK: Post; Saturday.
NEW YORK: Times; Sunday.
NEW YORK: World; Sunday.
ROCHESTER: Democrat & Chronicle; Sunday.
SYRACUSE: Herald; Sunday.
SYRACUSE: Post-Standard; Sunday.

OHIO

CINCINNATI: Enquirer; Sunday.
CLEVELAND: News; Sunday.
CLEVELAND: Plain Dealer; Sunday.
TOLEDO: Times; Sunday.
YOUNGSTOWN: Vindicator; Sunday.

PENNSYLVANIA

PHILADELPHIA: Inquirer; Sunday.
PHILADELPHIA: Public Ledger; Sunday.
PITTSBURGH: Press; Sunday.
PITTSBURGH: Sun-Telegraph; Sunday.

RHODE ISLAND

PROVIDENCE: Journal; Sunday.

TENNESSEE

MEMPHIS: Commercial Appeal; Sunday.
NASHVILLE: Banner; Sunday.
NASHVILLE: Tennessean; Sunday.

TEXAS

HOUSTON: Chronicle; Sunday.
HOUSTON: Post-Dispatch; Sunday.

VERMONT

RICHMOND: Times-Dispatch; Sunday.

WASHINGTON

SEATTLE: Times; Sunday.

WISCONSIN

MILWAUKEE: Journal; Sunday.

CANADA

ONTARIO

TORONTO: Star; Sunday.

QUEBEC

MONTREAL: La Patrie; Saturday.
MONTREAL: La Presse; Saturday.
MONTREAL: Standard; Saturday.

NEWSPAPER OPERATING MERCHANDISING SERVICE

(*Continued from page 138*)

Spokane Press.
Spokane Spokesman-Review.
Tacoma Tribune-Ledger.
Vancouver Columbian.
Walla Walla Bulletin.
Walla Walla Union.

WISCONSIN

Appleton Post-Crescent.
Beloit News.
Green Bay Press-Gazette.
Janesville Gazette.
Madison Capital Times.
Marinetta Eagle-Star.
Milwaukee Herold.
Milwaukee Journal.
Milwaukee Leader.
Milwaukee Sentinel and Telegram.
Milwaukee News.
Oshkosh Northwestern.
Racine Journal News.
Sheboygan Press.
Stoughton Courier Hub.
Superior Telegram.
Wausau Record-Herald.
Wisconsin Rapids Tribune.

WYOMING

Casper Tribune & Herald.
Sheridan Post Enterprise.

CANADA

BRITISH COLUMBIA

Vancouver Star.
Vancouver Sun.
Victoria Colonist.

ONTARIO

Chatham News.
Hamilton Spectator.
London Free Press.
Ottawa Citizen.
Ottawa Journal.
Ottawa Le Droit.
Owen Sound Sun-Times.
Woodstock Sentinel-Review.

QUEBEC

Chicoutimi Le Progres du Saguenay.
Montreal La Presse.
Montreal Star.
Quebec Chronicle-Telegraph.
Quebec Le Soleil.
Sherbrooke La Tribune.

ISLAND POSSESSIONS

HAWAII

Honolulu Advertiser.
Honolulu Star-Bulletin.

PULITZER PRIZE AWARDS—1927

For its work in "exposing political corruption in Indiana, prosecuting the guilty and bringing about a more wholesome state of affairs in civil government," the *Indianapolis Times* was awarded the 1927 Pulitzer gold medal.

To Grover Cleveland Hall, for his editorials in the *Montgomery* (Ala.) *Advertiser* against gangism, floggings, and racial and religious intolerance, the $500 prize for "the best editorial article written during the year, the test of excellence being clearness of style, moral purposes, sound reasoning and power to influence public opinion in the right direction, due account being taken of the whole volume of the writer's editorial work during the year."

To Nelson Harding, *Brooklyn Daily Eagle*, for the cartoon entitled "May His Shadow Never Grow Less," published Dec. 15, 1927, the $500 award for "the best cartoon published in any American newspaper during the year, the determining qualities being that the cartoon shall embody an idea made clearly apparent, shall show good drawing and striking pictorial effect, and shall be helpful to some commendable cause of public importance, due account being taken of the whole volume of the artist's newspaper work during the year."

Prizes in letters included the following:

1. For the American novel published during the year which shall best present the whole atmosphere of American life, and the highest standard of American manners and manhood, $1,000.

Awarded to *The Bridge of San Luis Rey*, by Thornton Wilder, published by Albert & Charles Boni, New York, 1927.

2. For the original American play performed in New York, which shall best represent the educational value and power of the stage in raising the standard of good morals, good taste, and good manners, $1,000.

Awarded to *Strange Interlude*, by Eugene O'Neill, produced at the John Golden Theatre in New York during the season 1927-1928, published by Boni & Liveright, 1928.

3. For the best book of the year upon the history of the United States, $2,000.

Awarded to *Main Currents in American Thought*, 2 vols.: *The Colonial Mind*, 1620-1800. *The Romantic Revolution in America*, 1800-1860. By Vernon Louis Parrington, published by Harcourt, Brace & Co., New York, 1927.

4. For the best American biography teaching patriotic and unselfish services to the people, illustrated by an eminent example, excluding, as too obvious, the names of George Washington and Abraham Lincoln, $1,000.

Awarded to *The American Orchestra and Theodore Thomas*, by Charles Edward Russell, published by Doubleday, Page & Co., Garden City, N. Y., 1927.

5. For the best volume of verse published during the year by an American author $1,000.

Award to *Tristram*, by Edwin Arlington Robinson, published by the Macmillan Company, New York, 1927.

Analysis of Magazine and Newspaper

Compiled by Editor & Publisher and Copyright.

TERRITORIAL MARKETS

Detailed Distribution for	Population 1928	MAGAZINE CIRCULATION 21 General	11 Women's	7 Class	8 Weeklies	47 Magazines
WESTERN STATES						
1 California	4,556,000	656,846	1,020,703	79,179	657,839	2,414,567
2 Washington	1,587,000	168,547	340,653	24,177	165,959	699,334
3 Colorado	1,090,000	97,697	189,813	11,598	93,945	393,053
4 Oregon	902,000	104,614	220,085	13,693	104,924	443,316
5 Montana	548,889	47,125	101,641	7,952	54,596	211,314
6 Utah	531,000	46,153	69,500	5,497	45,002	166,152
7 Idaho	546,000	39,642	77,721	5,887	38,743	161,993
8 Arizona	474,000	33,136	52,943	4,745	35,999	126,823
9 Wyoming	247,000	24,889	41,342	3,616	21,373	91,220
10 Nevada	77,407	9,160	15,329	1,566	10,017	36,072
Totals	10,559,396	1,227,809	2,129,730	157,910	1,228,395	4,743,844
SOUTHERN STATES						
1 Georgia	3,203,000	92,710	177,388	9,540	89,899	369,537
2 North Carolina	2,938,000	90,825	200,249	12,135	85,315	388,524
3 Kentucky	2,553,000	90,886	198,958	9,945	81,935	381,724
4 Tennessee	2,502,000	98,455	191,435	9,746	87,568	387,204
5 Alabama	2,573,000	74,166	135,633	7,862	73,605	291,266
6 Virginia	2,575,000	97,441	213,646	11,762	102,294	425,143
7 Mississippi	1,790,618	45,260	91,486	4,956	42,721	184,423
8 Louisiana	1,950,000	74,595	109,874	8,763	72,229	265,461
9 South Carolina	1,864,000	42,811	92,725	4,595	41,043	181,174
10 Florida	1,411,000	135,136	188,448	18,033	144,600	486,217
Totals	23,359,618	842,285	1,599,842	97,337	821,209	3,360,673
CENTRAL STATES						
1 Illinois	7,396,000	581,379	1,098,005	86,939	584,868	2,351,191
2 Ohio	6,826,000	537,622	1,130,967	77,902	525,268	2,271,759
3 Michigan	4,591,000	394,637	766,516	56,939	356,555	1,574,647
4 Indiana	3,176,000	226,163	568,754	30,994	223,695	1,049,606
5 Wisconsin	2,953,000	174,584	438,240	26,009	170,208	809,041
6 Iowa	2,428,000	169,290	505,582	18,853	159,647	853,372
Totals	27,370,000	2,083,675	4,508,064	297,636	2,020,241	8,909,616
NORTHWESTERN STATES						
1 Missouri	3,523,000	222,955	487,210	28,395	210,124	948,684
2 Minnesota	2,722,000	172,871	433,015	22,766	203,331	831,983
3 Kansas	1,835,000	115,869	303,890	15,433	106,998	542,190
4 Nebraska	1,408,000	94,611	231,301	12,170	89,988	428,070
5 North Dakota	641,192	34,516	95,143	4,712	34,243	168,614
6 South Dakota	704,000	38,146	109,005	5,013	38,233	190,397
Totals	10,833,192	678,968	1,659,564	88,489	682,917	3,109,938
SOUTHWESTERN STATES						
1 Texas	5,487,000	300,344	505,147	33,515	276,427	1,115,433
2 Oklahoma	2,426,000	128,049	240,583	14,795	97,912	481,339
3 Arkansas	1,944,000	57,451	118,931	6,179	50,467	233,028
4 New Mexico	396,000	21,516	35,848	2,601	19,561	79,526
Totals	10,253,000	507,360	900,509	57,090	444,367	1,909,326
MIDDLE ATLANTIC STATES						
1 Pennsylvania	9,854,000	655,135	1,354,908	94,926	653,720	2,758,689
2 West Virginia	1,724,000	84,563	176,762	11,853	74,963	348,141
3 Maryland	1,616,000	95,200	173,777	11,530	87,075	367,582
4 District of Columbia	552,000	72,570	108,650	7,199	72,319	260,738
5 Delaware	244,000	16,385	33,553	2,274	18,048	70,260
Totals	13,990,000	923,853	1,847,650	127,782	906,125	3,805,410
NEW YORK-NEW JERSEY						
1 New York	11,550,000	981,976	1,615,893	142,751	1,024,449	3,765,069
2 New Jersey	3,821,000	269,055	500,524	40,609	269,883	1,080,071
Totals	15,371,000	1,251,031	2,116,417	183,360	1,294,332	4,845,140
NEW ENGLAND						
1 Massachusetts	4,290,000	360,615	726,213	53,647	383,231	1,513,706
2 Connecticut	1,667,000	136,527	272,343	20,150	141,547	570,567
3 Maine	795,000	61,303	151,158	8,687	61,191	282,339
4 Rhode Island	716,000	50,462	98,628	6,402	52,829	208,321
5 New Hampshire	456,000	36,549	111,262	6,045	36,444	190,300
6 Vermont	352,428	29,481	79,497	4,048	27,294	140,320
Totals	8,276,428	664,937	1,439,101	98,979	702,536	2,905,553
MISCELLANEOUS						
Newsdealers	.....	.....	30,371	23,576	3,339	57,286
Unclassified	.....	11,454	18,386	12,924	3,928	46,692
Canada	.....	218,923	634,514	42,148	280,489	1,176,074
Alaska and U. S. Possessions	.....	30,336	40,686	8,218	31,998	111,238
Foreign	.....	79,511	130,786	30,205	58,795	299,297
Other Items	.....	8,707	2,662	37,203	14,079	62,651
Totals	.....	348,931	857,405	154,274	392,628	1,753,238
MARKET GROUPS						
1 Western	10,559,396	1,227,809	2,129,730	157,910	1,228,395	4,743,844
2 Southern	23,359,618	842,285	1,599,842	97,337	821,209	3,360,673
3 Central	27,370,000	2,083,675	4,508,064	297,636	2,020,241	8,909,616
4 Northwestern	10,833,192	678,968	1,659,564	88,489	682,917	3,109,938
5 Southwestern	10,253,000	507,360	900,509	57,090	444,367	1,909,326
6 Middle Atlantic	13,990,000	923,853	1,847,650	127,782	906,125	3,805,410
7 New York-New Jersey	15,371,000	1,251,031	2,116,417	183,360	1,294,332	4,845,140
8 New England	8,276,428	664,937	1,439,101	98,979	702,536	2,905,553
9 Miscellaneous	.....	348,931	857,405	154,274	392,628	1,753,238
Grand Totals	120,012,534	8,528,849	17,058,282	1,262,857	8,492,750	35,342,738
Grand Total January, 1928		8,721,720	16,001,473	1,276,538	7,831,425	33,831,156
Page rate		$24,420.00	$62,901.00	$5,150.00	$24,630.00	$117,701.00
Rate per agate line		$64.37	$100.27	$12.80	$44.40	$221.84

Circulations and Rates By States and Territorial Market Groups

1929, by THE EDITOR & PUBLISHER COMPANY

TERRITORIAL MARKETS Detailed Distribution for WESTERN STATES	Population 1928	NEWSPAPER CIRCULATIONS Morning Net Paid	Evening Net Paid	Sunday Net Paid	NUMBER OF PAPERS Morning Papers	Evening Papers	Sunday Papers	MINIMUM AGATE LINE NEWSPAPER SPACE RATES Joint Rate Morning	Joint Rate Evening	Joint Rate Sunday
1 California	4,556,000	925,692	1,355,849	1,522,811	34	107	35	$2.618	$5.528	$3.792
2 Washington	1,587,000	212,331	406,482	437,826	10	22	12	.715	1.479	1.180
3 Colorado	1,090,000	63,136	231,072	436,425	6	24	10	.303	.926	.998
4 Oregon	902,000	138,395	260,775	329,397	9	20	10	.478	1.010	.750
5 Montana	548,889	64,490	34,810	85,340	9	9	10	.350	.298	.480
6 Utah	531,000	45,026	72,057	105,245	1	6	5	.090	.310	.345
7 Idaho	546,000	29,711	32,989	47,024	5	10	7	.200	.297	.280
8 Arizona	474,000	51,444	38,857	59,059	8	9	9	.345	.260	.360
9 Wyoming	247,000	2,686	15,767	11,494	1	5	2	.030	.169	.100
10 Nevada	77,407	6,093	10,991	6,391	3	7	3	.066	.161	.066
Totals	10,559,296	1,539,004	2,439,649	3,041,012	86	219	103	5.195	10.438	8.351
SOUTHERN STATES										
1 Georgia	3,203,000	157,865	257,105	535,338	6	21	17	.395	.924	1.206
2 North Carolina	2,938,000	186,909	169,160	261,787	10	28	17	.630	.993	1.005
3 Kentucky	2,553,000	142,405	285,753	312,249	8	21	11	.384	.947	.850
4 Tennessee	2,502,000	237,186	358,745	389,125	5	17	9	.440	1.054	.970
5 Alabama	2,573,000	85,558	234,618	215,170	3	17	9	.270	.740	.741
6 Virginia	2,575,000	165,110	206,228	203,519	9	20	12	.492	.890	.732
7 Mississippi	1,970,618	24,160	72,933	64,540	4	11	7	.140	.389	.330
8 Louisiana	1,950,000	173,538	174,962	346,478	5	10	5	.463	.616	.750
9 South Carolina	1,864,000	81,628	61,892	110,860	6	9	8	.290	.331	.445
10 Florida	1,411,000	176,720	182,499	260,566	13	29	22	.867	1.300	1.480
Totals	23,359,618	1,431,079	2,003,895	2,699,632	69	183	117	4.371	8.184	8.509
CENTRAL STATES										
1 Illinois	7,396,000	1,344,953	1,695,747	2,514,700	10	90	19	2.210	4.940	3.286
2 Ohio	6,826,000	558,303	2,080,093	1,262,509	14	108	25	1.304	5.879	3.125
3 Michigan	4,591,000	294,320	1,159,421	1,183,885	6	51	13	.661	3.138	2.156
4 Indiana	3,176,000	325,663	731,209	430,348	17	90	17	.965	3.067	1.190
5 Wisconsin	2,953,000	86,948	635,186	444,493	3	43	6	.255	2.234	.990
6 Iowa	2,428,000	176,147	543,366	359,683	4	39	9	.375	2.013	1.110
Totals	27,370,000	2,786,334	6,845,022	6,195,618	54	421	89	5.770	21.271	11.857
NORTHWESTERN STATES										
1 Missouri	3,523,000	595,672	1,011,655	1,138,820	8	49	13	1.042	2.637	2.135
2 Minnesota	2,722,000	189,819	573,315	560,108	5	30	6	.418	1.768	1.225
3 Kansas	1,855,000	125,511	277,034	222,421	8	49	11	.428	1.542	.743
4 Nebraska	1,408,000	169,701	227,373	318,910	6	17	8	.386	.887	.826
5 North Dakota	641,192	25,000	47,346	34,086	2	8	2	.090	.305	.160
6 South Dakota	704,000	9,311	79,272	44,044	2	13	3	.060	.494	.180
Totals	10,433,192	1,115,014	2,215,995	2,318,389	31	166	43	2.424	7.633	5.269
SOUTHWESTERN STATES										
1 Texas	5,487,000	410,544	762,140	848,833	24	88	46	1.426	3.400	3.487
2 Oklahoma	2,426,000	200,646	300,362	330,422	11	43	29	.621	1.593	1.555
3 Arkansas	1,944,000	73,697	82,490	132,162	6	26	7	.286	.687	.485
4 New Mexico	396,000	13,422	28,781	14,081	1	6	1	.035	.192	.035
Totals	10,253,000	698,309	1,173,773	1,325,498	42	163	83	2.368	5.872	5.562
MIDDLE ATLANTIC STATES										
1 Pennsylvania	9,854,000	1,100,088	2,290,909	1,813,388	31	120	16	2.963	6.944	3.685
2 West Virginia	1,724,000	118,576	128,610	166,645	10	22	10	.472	.764	.593
3 Maryland	1,616,000	166,396	406,698	359,018	4	10	3	.345	.979	.910
4 District of Columbia	552,000	158,102	241,257	321,088	3	3	3	.610	.630	.730
5 Delaware	244,000	10,434	41,920	12,785	1	2	1	.050	.130	.060
Totals	13,990,000	1,553,596	3,109,394	2,672,924	49	157	33	4.440	9.438	5.978
NEW YORK-NEW JERSEY										
1 New York	11,550,000	3,443,410	3,484,076	5,471,620	32	92	24	7.209	9.912	9.002
2 New Jersey	3,821,000	150,824	666,928	213,034	6	30	8	.500	1.958	.765
Totals	15,371,000	3,594,234	4,151,004	5,684,654	38	122	32	7.709	11.870	9.767
NEW ENGLAND										
1 Massachusetts	4,290,000	971,710	1,344,580	1,498,740	11	55	13	2.140	4.313	3.040
2 Connecticut	1,667,000	109,373	337,957	203,179	6	27	5	.345	1.271	.555
3 Maine	795,000	104,806	82,736	39,434	5	6	1	.285	.270	.120
4 Rhode Island	716,000	48,135	183,662	92,494	2	8	3	.139	.600	.330
5 New Hampshire	456,000	15,166	43,341	.....	2	8	..	.060	.207	...
6 Vermont	352,428	28,344	20,187	.....	2	7	..	.115	.160	...
Totals	8,276,428	1,277,534	2,012,463	1,833,847	28	111	22	3.084	6.821	4.045
MARKET GROUPS										
1 Western	10,559,296	1,539,004	2,439,649	3,041,012	86	219	103	5.195	10.438	8.351
2 Southern	23,359,618	1,431,079	2,003,895	2,699,632	69	183	117	4.371	8.184	8.509
3 Central	27,370,000	2,786,334	6,845,022	6,195,618	54	421	89	5.770	21.271	11.857
4 Northwestern	10,433,192	1,115,014	2,215,995	2,318,389	31	166	43	2.424	7.633	5.269
5 Southwestern	10,253,000	698,309	1,173,773	1,325,498	42	163	83	2.368	5.872	5.562
6 Middle Atlantic	13,990,000	1,533,596	3,109,394	2,672,924	49	157	33	4.440	9.438	5.978
7 New York-New Jersey	15,371,000	3,594,234	4,151,004	5,684,654	38	122	32	7.709	11.870	9.767
8 New England	8,276,428	1,277,534	2,012,463	1,833,847	28	111	22	3.084	6.821	4.045
Grand Totals	120,012,534	13,995,104	23,977,488	25,771,383	397	1,542	522	$35.301	$81.527	$59.338
Grand Total, January, 1928		14,145,834	23,820,933	25,469,037	411	1,538	526	$35.628	$78.581	$58.478

PRINCIPAL CHAIN-OWNED DAILIES OF U. S. A.

BIXBY NEWSPAPERS—Muskogee (Okla.) Phoenix, Muskogee Times-Democrat, Springfield (Mo.) News.

N. B. BLACK NEWSPAPERS—Fargo (N. D.) Forum, Minot News & Optic-Reporter.

PAUL BLOCK NEWSPAPERS—Brooklyn (N. Y.) Standard-Union, Newark (N. J.) Star-Eagle, Pittsburgh Post-Gazette, Toledo (O.) Blade, Duluth (Minn.) Herald.

BOOTH PUBLISHING COMPANY NEWSPAPERS—Flint (Mich.) Journal, Saginaw (Mich.) News, Bay City (Mich.) Times, Jackson (Mich.) Citizen-Patriot, Muskegon (Mich.) Chronicle, Grand Rapids (Mich.) Press, Kalamazoo (Mich.) Gazette, Ann Arbor (Mich.) News.

BROOKHAGEN NEWSPAPERS—San Francisco Bulletin, Portland (Ore.) News.

BRUSH-MOORE NEWSPAPERS—Canton (O.) Repository, Marion (O.) Star, Steubenville (O.) Herald-Star, East Liverpool (O.) Review, Salem (O.) News.

BYRAN-THOMASON NEWSPAPERS—Chicago Journal, Tampa (Fla.) Tribune, Greensboro (N. C.) Record.

HARRY F. BYRD NEWSPAPERS—Harrisonburg (Va.) News-Record, Winchester (Va.) Star.

IRA C. COPLEY NEWSPAPERS—~~San Diego (Cal.) Union, San Diego Tribune,~~ Long Beach (Cal.) Sun, Glendale (Cal.) News-Press, Hollywood (Cal.) News, Alhambra (Cal.) Post-Advocate, San Fernando News, Pasadena Post, Santa Monica Outlook, Redondo Beach Breeze, San Pedro News-Pilot, Culver City News, Hermosa Beach Breeze, Burbank Press, Sawtelle Tribune, Venice Vanguard, Monrovia Post, West Los Angeles Tribune, Springfield ~~(Ill.) State Journal,~~ Aurora (Ill.) ~~Beacon-News,~~ Elgin (Ill.) ~~Courier-News, Joliet (Ill.) Herald-News.~~

JAMES M. COX NEWSPAPERS—Dayton (O.) News, Canton (O.) News, Springfield (O.) News, Springfield (O.) Sun, Miami (Fla.) News.

CURTIS-MARTIN NEWSPAPERS—Philadelphia Public Ledger, Philadelphia Evening Public Ledger, New York Evening Post.

ELAM-LACHENMEYER NEWSPAPERS—Pawhuska (Okla.) Journal-Capital, Cushing (Okla.) Citizen.

ROBERT EWING NEWSPAPERS—New Orleans (La.) States, Shreveport (La.) Times.

FEDERATED PUBLICATIONS, INC.—Grand Rapids (Mich.) Herald, Lansing (Mich.) State Journal, Battle Creek (Mich.) Enquirer & Evening News.

FENTRESS-MARSH NEWSPAPERS—Austin (Tex.) American-Statesman, Waco (Tex.) News-Tribune, Waco (Tex.) Times-Herald, Port Arthur (Tex.) News. Southwest Newspapers, Inc., owns and operates Breckenridge (Tex.) American, Cleburne Times-Review, Orange Leader, Laredo Times, Brownsville Herald and owns stock in Wichita Falls Times and Record-News.

GANNETT NEWSPAPERS—Brooklyn (N. Y.) Eagle, Rochester (N. Y.) Times-Union, Rochester (N. Y.) Democrat & Chronicle, Hartford (Conn.) Times, Albany (N. Y.) Knickerbocker Press, Albany (N. Y.) News, Utica (N. Y.) Observer-Dispatch, Elmira (N. Y.) Star-Gazette, Elmira (N. Y.) Morning Advertiser, Elmira (N. Y.) Sunday Telegram, Newburgh-Beacon (N. Y.) News, Plainfield (N. J.) Courier-News, Ithaca (N. Y.) Journal-News, Olean (N. Y.) Herald, Ogdensburg (N. Y.) Republican-Journal.

GUY P. GANNETT NEWSPAPERS—Portland (Me.) Express, Portland (Me.) Press-Herald, Portland (Me.) Sunday Telegram, Waterville (Me.) Sentinel.

D. W. & P. E. GRANDON NEWSPAPERS—Sterling (Ill.) Gazette, La Salle (Ill.) Post-Tribune.

W. R. HEARST NEWSPAPERS—New York American, New York Journal, Boston American & Sunday Advertiser, Chicago Herald & Examiner, Chicago Evening American, San Francisco Examiner, San Francisco Call-Post, Los Angeles Herald, Los Angeles Examiner, Oakland (Cal.) Post-Enquirer, Seattle (Wash.) Post-Intelligencer, Atlanta (Ga) Georgian & Sunday American, Washington (D. C.) Herald, Washington (D. C.) Times, Baltimore (Md.) News & Sunday American, Milwaukee Wisconsin News, Albany (N. Y.) Times-Union & Sunday Telegram, San Antonio (Tex.) Light, Detroit Times, Rochester (N. Y.) Journal & Sunday American, Syracuse (N. Y.) Journal & Sunday Telegram, Pittsburgh (Pa.) Sun-Telegraph, Omaha (Neb.) Bee-News.

HOWE NEWSPAPER—Atchison (Kan.) Globe, Amarillo (Tex.) Globe, Amarillo (Tex.) News, Falls City (Neb.) Journal.

C. L. KNIGHT NEWSPAPERS—Akron (O.) Beacon-Journal, Massillon (O.) Independent.

LEE SYNDICATE NEWSPAPERS—Davenport (Ia.) Times, Davenport (Ia.) Democrat & Leader, Ottumwa (Ia.) Courier, Muscatine (Ia.) Journal, Mason City (Ia.) Globe-Gazette & Times; Madison (Wis.) State Journal, La Crosse (Wis.) Tribune & Leader-Press, Hannibal (Mo.) Courier-Post, Kewanee (Ill.) Star-Courier.

LINDSAY NEWSPAPERS—Sarasota (Fla.) Herald, Marion (Ind.) Chronicle.

MacFADDEN NEWSPAPERS—New York Evening Graphic, Philadelphia Daily News.

MACY-FORBES NEWSPAPERS—Yonkers (N. Y.) Statesman, Tarrytown (N. Y.) News, Port Chester (N. Y.) Item, Ossining (N. Y.) Citizen-Sentinel, Mt. Vernon (N. Y.) Argus, New Rochelle (N. Y.) Standard-Star, Mamaroneck (N. Y.) Times, White Plains (N. Y.) Press (scheduled to issue first number March 1, 1929).

ALLAN MARKLEY NEWSPAPERS—Hudson (Mass.) Sun, Marlboro (Mass.) Enterprise.

ANALYSIS OF CIRCULATIONS BY TERRITORIAL MAR WOMEN'S

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TERRITORIAL MARKETS		Ladies Home Journal	Good House-keeping	Woman's Home Companion	Delineator	Pictorial Review	Needle-craft	People's Popular Monthly
Total net paid		2,530,762	1,642,368	2,327,213	1,511,573	2,458,895	1,028,229	1,099,785
Total net paid, including bulk		2,531,287	1,642,368	2,327,527	1,511,573	2,459,750	1,028,229	1,099,785
Total distribution		2,546,463	1,671,873	2,377,257	1,539,104	2,464,887	1,076,424	1,157,569
Detailed distribution for	Population	Mar., 1928	Mar., 1928	Feb., 1928	May, 1928	Mar., 1928	May, 1928	Apr., 1928
WESTERN STATES	1928							
1 California	4,556,000	161,701	111,118	148,706	150,008	163,797	43,128	18,123
2 Washington	1,587,000	51,306	27,303	50,405	43,321	59,390	24,629	10,297
3 Colorado	1,090,000	27,212	15,669	31,568	20,348	31,062	11,367	14,144
4 Oregon	902,000	33,043	18,314	33,620	28,243	33,790	16,595	6,658
5 Montana	548,889	16,279	7,880	11,864	6,395	16,185	7,662	8,296
6 Utah	531,000	9,814	5,307	9,895	8,619	12,602	6,630	3,096
7 Idaho	546,000	12,008	5,363	8,799	9,899	10,368	6,351	5,465
8 Arizona	474,000	7,685	5,263	7,803	7,275	6,940	3,206	1,500
9 Wyoming	247,000	5,230	4,222	5,227	3,072	4,863	4,110	3,169
10 Nevada	77,407	2,864	1,525	1,718	1,943	1,724	1,198	621
Totals	10,559,296	327,142	201,964	309,605	279,123	340,721	124,876	71,369
SOUTHERN STATES								
1 Georgia	3,203,000	23,311	18,015	25,825	15,042	31,887	7,189	23,089
2 North Carolina	2,938,000	27,159	20,625	21,939	11,925	31,641	11,170	30,146
3 Kentucky	2,553,000	26,533	15,894	28,184	13,747	24,963	11,980	27,843
4 Tennessee	2,502,000	26,409	14,890	28,249	14,593	24,683	10,517	28,520
5 Alabama	2,573,000	17,990	11,222	21,290	11,461	25,896	6,858	11,618
6 Virginia	2,575,000	34,030	21,252	25,495	11,930	36,097	10,705	26,252
7 Mississippi	1,790,618	10,362	8,618	11,140	8,653	12,330	4,295	10,728
8 Louisiana	1,950,000	18,277	10,593	16,784	14,203	17,336	3,584	5,644
9 South Carolina	1,864,000	11,216	8,111	13,261	5,707	15,325	4,766	13,709
10 Florida	1,411,000	32,384	26,943	28,139	10,533	32,866	7,584	8,081
Totals	23,359,618	227,671	156,163	220,306	117,794	253,024	78,648	185,630
CENTRAL STATES								
1 Illinois	7,396,000	170,627	112,844	159,313	121,890	123,831	62,011	76,588
2 Ohio	6,826,000	149,561	103,829	177,283	102,751	163,525	55,450	84,681
3 Michigan	4,591,000	101,999	68,876	117,413	73,970	97,376	55,080	45,389
4 Indiana	3,176,000	72,331	41,827	71,871	46,769	67,601	50,067	57,824
5 Wisconsin	2,953,000	56,499	34,436	65,905	49,276	44,233	38,577	40,889
6 Iowa	2,428,000	58,343	36,408	70,567	41,849	42,706	50,834	65,154
Totals	27,370,000	609,360	398,220	662,352	436,505	539,272	312,019	370,525
NORTHWESTERN STATES								
1 Missouri	3,523,000	70,669	39,089	62,793	55,238	72,345	21,290	41,336
2 Minnesota	2,722,000	63,116	39,985	63,143	43,304	54,919	28,639	43,632
3 Kansas	1,835,000	42,179	20,415	43,888	34,694	31,717	17,503	31,990
4 Nebraska	1,408,000	28,960	18,145	29,326	22,601	23,653	16,740	29,087
5 North Dakota	641,192	13,929	6,964	10,632	8,092	9,511	8,038	14,118
6 South Dakota	704,000	14,655	8,304	12,551	10,284	8,547	9,974	14,951
Totals	10,433,192	233,508	132,902	222,333	174,213	200,692	102,184	175,114
SOUTHWESTERN STATES								
1 Texas	5,487,000	65,902	46,919	70,795	66,207	82,739	18,915	44,272
2 Oklahoma	2,426,000	29,699	22,868	32,508	25,394	33,788	9,492	28,702
3 Arkansas	1,944,000	13,979	9,449	15,375	10,518	16,058	4,126	18,909
4 New Mexico	396,000	4,147	3,577	5,244	2,855	4,884	3,143	2,049
Totals	10,253,000	113,727	82,813	123,922	104,974	137,469	35,676	93,932
MIDDLE ATLANTIC STATES								
1 Pennsylvania	9,854,000	213,274	150,818	172,565	118,708	234,338	66,356	88,224
2 West Virginia	1,724,000	21,559	20,066	18,565	14,128	21,460	10,883	23,005
3 Maryland	1,616,000	32,547	20,251	27,256	13,637	33,363	6,644	7,645
4 Dist. of Columbia	552,000	22,707	19,145	15,706	7,204	17,744	1,962	1,240
5 Delaware	244,000	6,205	4,219	4,047	2,145	6,142	1,450	1,266
Totals	13,990,000	296,292	214,499	238,139	155,822	313,047	87,295	121,380
NEW YORK-NEW JERSEY								
1 New York	11,550,000	261,998	206,504	240,667	120,517	239,508	73,295	58,264
2 New Jersey	3,821,000	91,761	63,073	75,312	37,688	81,326	15,145	14,673
Totals	15,371,000	353,759	269,577	315,979	158,205	320,834	88,440	72,937
NEW ENGLAND								
1 Massachusetts	4,290,000	112,406	79,805	108,750	70,926	145,484	48,070	10,499
2 Connecticut	1,667,000	41,442	34,493	40,468	21,625	47,315	19,998	5,913
3 Maine	795,000	21,257	11,622	20,951	7,102	29,505	20,595	5,815
4 Rhode Island	716,000	15,615	10,416	15,462	8,428	22,026	6,764	1,481
5 New Hampshire	456,000	12,484	7,522	15,997	6,307	21,487	12,918	2,713
6 Vermont	352,428	9,045	6,452	11,632	4,925	12,872	11,416	3,572
Totals	8,276,428	212,249	150,310	213,260	119,313	278,689	119,761	29,993
MISCELLANEOUS								
Newsdealers	.....	.....	.....	.....	.....	.....	30,371	.....
Unclassified	.....	.....	.....	.....	10,314	.....	5,878	.....
Canada	.....	124,866	40,581	53,869	102,735	131,516	26,393	676
Alaska & U. S. Pos.	.....	8,566	4,931	4,405	2,308	6,706	6,136	171
Foreign	.....	69,462	6,269	6,764	9,864	5,305	5,362	244
Other Items	.....	389	75	1,548	157	.....	32	.....
Totals	.....	203,283	51,856	66,586	125,378	143,527	74,172	1,091
MARKET GROUPS								
1 Western	10,559,296	327,142	201,964	309,605	279,123	340,721	124,876	71,369
2 Southern	23,359,618	227,671	156,163	220,306	117,794	253,024	78,648	185,630
3 Central	27,370,000	609,360	398,220	662,352	436,505	539,272	312,019	370,525
4 Northwestern	10,433,192	233,508	132,902	222,333	174,213	200,692	102,184	175,114
5 Southwestern	10,253,000	113,727	82,813	123,922	104,974	137,469	35,676	93,932
6 Middle Atlantic	13,990,000	296,292	214,499	238,139	155,822	313,047	87,295	121,380
7 N. York-N. Jersey	15,371,000	353,759	269,577	315,979	158,205	320,834	88,440	72,937
8 New England	8,276,428	212,249	150,310	213,260	119,313	278,689	119,761	29,993
9 Miscellaneous	.....	203,283	51,856	66,586	125,378	143,527	74,172	1,091
Grand Totals	120,012,534	2,576,991	1,658,304	2,372,482	1,671,327	2,527,275	1,023,071	1,121,971
Page rate		$9,500.00	$4,600.00	$8,800.00	$8,000.00	$8,500.00	$3,600.00	$6,176.00
Rate per agate line		15.00	11.25	13.25	12.00	13.00	6.00	6.50

—Decrease

KET GROUPS AND ADVERTISING RATES OF LEADING MAGAZINES

The Editor & Publisher Company

TERRITORIAL MARKETS		McCall's Magazine	People's Home Journal	Modern Priscilla	Vogue	Women's Magazines Total 1927	Women's Magazines Total 1928	Gain or Loss 1927-1928
Total net paid		2,300,196	957,888	623,476	140,475	15,676,881	16,620,860	943,979
Total net paid, including bulk		2,300,387	957,888	623,476	141,424	15,679,422	16,623,694	944,272
Total distribution		2,307,216	965,865	624,271	146,693	15,957,215	16,896,092	938,877
Detailed distribution for	Population	Apr., 1928	June, 1928	Mar., 1928	Mar., 1928			
WESTERN STATES								
1 California	4,556,000	138,180	32,066	40,259	13,617	914,930	1,020,703	105,773
2 Washington	1,587,000	48,400	16,176	7,845	1,581	308,530	340,653	32,123
3 Colorado	1,090,000	23,935	10,069	3,274	1,165	188,292	189,813	1,521
4 Oregon	902,000	33,022	10,340	5,440	1,020	215,650	220,085	4,435
5 Montana	548,889	17,270	7,503	1,930	377	93,263	101,641	8,378
6 Utah	531,000	6,520	4,337	2,353	327	62,410	69,500	7,090
7 Idaho	546,000	11,883	6,006	1,354	225	73,343	77,721	4,378
8 Arizona	474,000	9,890	1,690	1,167	524	45,647	52,943	7,296
9 Wyoming	247,000	6,889	3,382	984	194	39,694	41,342	1,648
10 Nevada	77,407	2,161	901	531	143	15,269	15,329	60
Totals	10,559,296	298,150	92,470	65,137	19,173	1,957,028	2,129,730	172,702
SOUTHERN STATES								
1 Georgia	3,203,000	21,537	6,374	3,682	1,437	169,162	177,388	8,226
2 North Carolina	2,938,000	33,038	7,959	3,197	1,450	185,160	200,249	15,089
3 Kentucky	2,553,000	28,248	14,607	5,573	1,386	190,063	198,958	8,895
4 Tennessee	2,502,000	28,982	9,101	4,224	1,267	183,935	191,435	7,500
5 Alabama	2,573,000	20,398	5,620	2,442	838	125,679	135,633	9,954
6 Virginia	2,575,000	31,572	10,087	4,836	1,390	204,714	213,646	8,932
7 Mississippi	1,790,618	17,133	5,845	1,448	934	91,230	91,486	256
8 Louisiana	1,950,000	16,366	3,607	2,370	1,110	106,172	109,874	3,702
9 South Carolina	1,864,000	15,257	3,707	1,133	533	86,311	92,725	6,414
10 Florida	1,411,000	31,304	5,573	2,549	2,492	209,402	188,448	—20,954
Totals	23,359,618	243,835	72,480	31,454	12,837	1,551,828	1,599,842	48,014
CENTRAL STATES								
1 Illinois	7,396,000	146,438	69,074	44,999	10,390	983,804	1,098,005	114,201
2 Ohio	6,826,000	163,394	78,280	45,220	6,993	1,035,533	1,130,967	95,434
3 Michigan	4,591,000	104,717	55,481	41,737	4,478	702,824	766,516	63,692
4 Indiana	3,176,000	75,854	59,529	22,770	2,311	494,798	568,754	73,956
5 Wisconsin	2,953,000	49,686	34,233	22,555	1,951	400,704	438,240	37,536
6 Iowa	2,428,000	57,810	68,999	11,678	1,234	484,026	505,582	21,556
Totals	27,370,000	597,899	365,596	188,959	27,357	4,101,689	4,508,064	406,375
NORTHWESTERN STATES								
1 Missouri	3,523,000	73,650	33,516	14,250	3,034	452,476	487,210	34,734
2 Minnesota	2,722,000	53,121	27,350	13,576	2,230	412,990	433,015	20,025
3 Kansas	1,835,000	46,041	26,791	7,758	914	289,185	303,890	14,705
4 Nebraska	1,408,000	30,911	24,581	6,461	836	243,269	231,301	—11,968
5 North Dakota	641,192	14,718	7,181	1,739	221	93,145	95,143	1,998
6 South Dakota	704,000	15,716	10,761	3,043	219	100,775	109,005	8,230
Totals	10,433,192	234,157	130,180	46,827	7,454	1,591,840	1,659,564	67,724
SOUTHWESTERN STATES								
1 Texas	5,487,000	73,233	20,102	12,646	3,417	467,400	505,147	37,747
2 Oklahoma	2,426,000	37,035	14,047	5,754	1,296	231,566	240,583	9,017
3 Arkansas	1,944,000	20,440	7,617	2,087	373	113,991	118,931	4,940
4 New Mexico	396,000	6,376	2,097	1,259	217	31,736	35,848	4,112
Totals	10,253,000	137,084	43,863	21,746	5,303	844,693	900,509	55,816
MIDDLE ATLANTIC STATES								
1 Pennsylvania	9,854,000	179,463	67,567	52,130	11,465	1,247,104	1,354,908	107,804
2 West Virginia	1,724,000	28,521	12,438	5,165	972	170,959	176,762	5,803
3 Maryland	1,616,000	19,505	6,521	4,551	1,857	152,569	173,777	21,208
4 Dist. of Columbia	552,000	16,436	1,123	3,509	1,874	92,099	108,650	16,551
5 Delaware	244,000	4,790	1,392	1,525	372	30,222	33,553	3,331
Totals	13,990,000	248,715	89,041	66,880	16,540	1,692,953	1,847,650	154,697
NEW YORK-NEW JERSEY								
1 New York	11,550,000	240,040	74,622	70,970	29,508	1,479,220	1,615,893	136,673
2 New Jersey	3,821,000	64,009	17,625	34,782	5,130	439,853	500,524	60,671
Totals	15,371,000	304,049	92,247	105,752	34,638	1,919,073	2,116,417	197,344
NEW ENGLAND								
1 Massachusetts	4,290,000	77,750	18,434	45,926	8,163	673,057	726,213	53,156
2 Connecticut	1,667,000	30,560	11,888	15,518	3,123	251,654	272,343	20,689
3 Maine	795,000	17,276	9,673	6,634	728	150,801	151,158	357
4 Rhode Island	716,000	9,606	2,656	5,075	1,099	91,085	98,628	7,543
5 New Hampshire	456,000	13,872	11,017	6,512	433	102,133	111,262	9,129
6 Vermont	352,428	9,605	6,297	3,380	301	77,592	79,497	1,905
Totals	8,276,428	158,669	59,965	830,045	13,847	1,346,322	1,439,101	92,779
MISCELLANEOUS								
Newsdealers	.....	.....	.....	.....	.....	153,225	30,371	—122,854
Unclassified	.....	.....	.....	2,194	.....	35,610	18,386	—17,224
Canada	.....	130,290	5,334	12,926	5,328	627,268	634,514	7,246
Alaska & U. S. Pos.	.....	4,026	1,054	1,877	506	37,320	40,686	3,366
Foreign	.....	19,839	414	2,949	4,314	141,689	130,786	—10,903
Other Items	.....	147	12	71	231	935	2,662	1,727
Totals	.....	154,302	6,814	20,017	10,379	996,047	857,405	—138,642
MARKET GROUPS								
1 Western	10,559,296	298,150	92,470	65,137	19,173	1,957,028	2,129,730	172,702
2 Southern	23,359,618	243,835	72,480	31,454	12,837	1,551,828	1,599,842	48,014
3 Central	27,370,000	597,899	365,596	188,959	27,357	4,101,689	4,508,064	406,375
4 Northwestern	10,433,192	234,157	130,180	46,827	7,454	1,591,840	1,659,564	67,724
5 Southwestern	10,253,000	137,084	43,863	21,746	5,303	844,693	900,509	55,816
6 Middle Atlantic	13,990,000	248,715	89,041	66,880	16,540	1,692,953	1,847,650	154,697
7 N. York-N. Jersey	15,371,000	304,049	92,247	105,752	34,638	1,919,073	2,116,417	197,344
8 New England	8,276,428	158,669	59,965	83,045	13,847	1,346,322	1,439,101	92,779
9 Miscellaneous	.....	154,302	6,814	20,017	10,379	996,047	857,405	—138,642
Grand Totals	120,012,534	2,376,860	952,656	629,817	147,528	16,001,473	17,058,282	1,056,809
Page rate		$8,200.00	$2,475.00	$2,250.00	$800.00	$57,300.00	$62,901.00	$5,601.00
Rate per agate line		12.50	5.50	4.00	1.27	92.25	100.27	8.02

—Decrease

PRINCIPAL CHAIN DAILIES

(Continued from page 142)

McCLATCHY NEWSPAPERS — Fresno (Cal.) Bee, Sacramento (Cal.) Bee, Modesto (Cal.) News-Herald.

EDWARD B. McLEAN NEWSPAPERS—Cincinnati Enquirer, Washington (D. C.) Post.

GEORGE F. MORELL NEWSPAPERS—Palo Alto (Cal.) Times, Redwood City (Cal.) Tribune.

WALTER MURRAY NEWSPAPERS—Ranger (Tex.) Times, Eastland (Tex.) Telegram.

ADOLPH S. OCHS NEWSPAPERS—New York Times, Chattanooga (Tenn.) Times.

LEA-CALDWELL NEWSPAPERS—Memphis (Tenn.) Commercial Appeal, Memphis Evening Appeal, Nashville Tennessean, Knoxville (Tenn.) Journal.

NUNN-WARREN DAILIES—Borger Daily Herald, Pampa Daily News. Nunn-Warren-Story Company—Childress Daily Index; Dispatch Pub. Co., Roswell (N. M.) Morning Dispatch.

H. C. OGDEN NEWSPAPERS—Wheeling (W. Va.) Intelligencer, Wheeling News, Martinsburg (W. Va.) Journal, Hinton (W. Va.) News.

OSBORN NEWSPAPERS—Fresno (Cal.) Republican, Sault Ste. Marie (Mich.) News.

R. W. PAGE CORPORATION NEWSPAPERS—Columbus (Ga.) Ledger, Bradenton (Fla.) Herald, Wilmington (N. C.) Star, Durham (N. C.) Sun.

PATTERSON-McCORMICK NEWSPAPERS—Chicago Tribune, New York Daily News.

JOHN H. PERRY NEWSPAPERS—Reading (Pa.) Times, Jacksonville (Fla.) Journal, Pensacola (Fla.) News, Pensacola Journal.

PULITZER NEWSPAPERS—New York World, New York Evening World, St. Louis Post-Dispatch.

RIDDER BROTHERS NEWSPAPERS—New York Journal of Commerce, New York Staats-Zeitung, New York Herold, Jamaica (N. Y.) Long Island Press, St. Paul (Minn.) Pioneer Press, St. Paul Dispatch, Aberdeen (S. D.) American, Aberdeen News.

C. F. RIDENOUR NEWSPAPERS—Piqua (O.) Call, Urbana (O.) Citizen.

C. A. ROWLEY NEWSPAPERS—Ashtabula (O.) Star-Beacon, Geneva (O.) Free Press, Painesville (O.) Telegraph.

SCRIPPS-CANFIELD NEWSPAPERS—Seattle Star, Tacoma Times, Los Angeles Record, Boise Idaho Capital-News, Spokane Press, Portland (Ore.) News, Dallas (Tex.) Dispatch, San Luis Obispo Tribune-Telegram, Provo (Utah) Herald, Logan (Utah) Herald, Coeur d'Alene (Idaho) Press.

SCRIPPS-HOWARD NEWSPAPERS—New York Telegram, Cleveland Press, Pittsburgh Press, Cincinnati Post, Columbus (O.) Citizen, Baltimore Post, San Francisco News, Washington News, Indianapolis Times, Oklahoma City News, Toledo (O.) News-Bee, Knoxville (Tenn.) News-Sentinel, Terre Haute (Ind.) Post, San Diego (Cal.) Sun, Covington Kentucky Post, Akron (O.) Times-Press, Birmingham (Ala.) Post, Memphis (Tenn.) Press-Scimitar, Houston (Tex.) Press, Youngstown (O.) Telegram, Fort Worth (Tex.) Press, Denver Rocky Mountain News, Evansville (Ind.) Press, El Paso (Tex.) Post, Albuquerque New Mexico State Tribune.

SHAFFER GROUP—Chicago Evening Post, Indianapolis (Ind.) Star, Terre Haute (Ind.) Star, Muncie (Ind.) Star.

JAMES H. SKEWES NEWSPAPERS—Laurel (Miss.) Leader, Meridian (Miss.) Star.

S. L. SLOVER NEWSPAPERS—Richmond (Va.) Times-Dispatch, Norfolk (Va.) Ledger-Dispatch, Petersburg (Va.) Progress-Index.

D. W. STEVICK NEWSPAPERS—Champaign (Ill.) News-Gazette, Texarkana (Tex.-Ark.) News, Texarkana Gazette.

J. DAVID STERN NEWSPAPERS—Philadelphia Record, Camden (N. J.) Courier, Camden Post.

JOHN L. STEWART NEWSPAPERS—Washington (Pa.) Reporter, Washington (Pa.) Observer, Beaver (Pa.) Times, Beaver Falls (Pa.) News-Tribune, Morgantown (W. Va.) New Dominion.

TAYLOR NEWSPAPERS—Portsmouth (O.) Times, Portsmouth (O.) Sun, Ironton (O.) Tribune.

FREDERICK I. THOMPSON NEWSPAPERS—Montgomery (Ala.) Journal, Times, Mobile (Ala.) Register, Mobile News Item, Florence (Ala.) Times-News, Sheffield (Ala.) Tri-Cities Daily.

MAT, CUT AND AD ART SERVICES

Ad Art Service, 225 W. 39th St., New York City.

Bonnet-Brown, 155 E. Superior St., Chicago, Ill.

Century Advertising Service, Inc., 730 Fifth Ave., New York City.

Chicago Tribune Newspaper Mat Service, Tribune Tower, Chicago, Ill.

Commercial Cut Company, 46 Beekman St., New York City.

Crystal Art Studios, 35 West 23rd St., New York City.

Economy Service Co., 231 W. 39th St., New York (Dept. Store).

Metro Associated Services, Inc., 36 W. 47th St., New York City.

Meyer-Both Company, 41 E. 42nd St., New York City.

Murray's Newspaper Service, 598 Madison Ave., New York City.

Publishers' Autocaster Service Company, 2 W. 39th St., New York City.

Star Adcraft Service, 225 West 39th St., New York.

Western Newspaper Union, 239 W. 39th St., New York City.

ANALYSIS OF CIRCULATION BY TERRITORIAL MARKET GROUPS AND ADVERTISING RATES OF THE LEADING WEEKLY MAGAZINES

Compiled by Editor & Publisher and Copyright 1929 by The Editor & Publisher Company

TERRITORIAL MARKETS		Saturday Evening Post	Literary Digest	Collier's	Liberty	Outlook	Life	Judge	Christian Herald	Weekly Magazines Total 1927	Weekly Magazines Total 1928	Gain or Loss 1927-1928
Total net paid		2,900,868	1,532,451	1,642,941	1,508,751	61,156	143,291	190,067	213,096	7,232,342	8,192,621	960,279
Total net paid, including bulk		2,902,093	1,533,504	1,643,017	1,508,887	61,212	144,700	190,067	213,758	7,581,229	8,197,238	616,009
Total distribution		2,910,279	1,592,789	1,668,541	1,511,148	64,767	147,654	194,097	219,076	7,660,617	8,308,350	647,733
Detailed distribution for WESTERN STATES 1920	Pop.	Mar., 3, '28	Apr., 14, '28	Mar., 3, '28	Mar., 10, '28	Jan., 25, '28	May, 3, '28	March, 1928	Apr., 28,1928			
1 California	4,556,000	271,269	130,917	122,740	98,056	3,734	10,697	11,970	8,456	580,569	657,839	77,270
2 Washington	1,587,000	65,839	33,917	37,173	22,420	905	1,182	1,302	3,219	152,398	165,957	13,559
3 Colorado	1,090,000	33,129	18,386	20,952	15,954	686	1,159	1,236	2,443	91,003	93,945	2,942
4 Oregon	902,000	41,412	20,187	23,115	15,518	409	928	1,053	2,302	94,890	104,924	10,034
5 Montana	548,889	22,215	12,387	9,221	8,050	366	350	552	1,455	47,137	54,596	7,459
6 Utah	531,000	10,741	11,042	14,766	7,243	126	467	492	125	40,500	45,002	4,502
7 Idaho	546,000	13,706	9,472	9,115	4,603	163	397	306	981	34,217	38,743	4,526
8 Arizona	474,000	13,280	7,081	7,821	6,170	175	343	469	660	28,732	35,999	7,267
9 Wyoming	247,000	7,709	4,375	5,097	3,037	138	300	301	416	19,136	21,373	2,237
10 Nevada	77,407	4,065	2,202	1,731	1,198	87	104	539	91	8,789	10,017	1,228
Totals	10,559,396	483,365	249,966	251,731	182,249	6,789	15,927	18,220	20,148	1,097,371	1,228,395	131,024
SOUTHERN STATES												
1 Georgia	3,203,000	26,092	20,599	19,602	18,597	264	1,559	1,119	2,067	82,260	89,899	7,639
2 North Carolina	2,938,000	25,156	22,147	16,825	13,289	471	1,413	1,976	4,038	73,250	85,315	12,065
3 Kentucky	2,553,000	24,053	18,049	20,782	13,480	476	1,185	1,397	2,513	75,855	81,935	6,080
4 Tennessee	2,502,000	26,158	18,335	21,253	15,917	289	992	1,344	3,280	78,006	87,568	9,562
5 Alabama	2,573,000	18,643	16,470	16,490	17,383	726	759	1,008	2,126	65,472	73,605	8,133
6 Virginia	2,575,000	29,045	27,017	19,613	17,158	499	1,499	2,138	5,325	91,940	102,294	10,354
7 Mississippi	1,790,618	11,939	11,434	9,293	7,160	154	362	617	1,762	37,740	42,721	4,981
8 Louisiana	1,950,000	21,293	15,601	14,626	17,666	196	866	1,209	722	66,775	72,229	5,454
9 South Carolina	1,864,000	11,525	11,228	9,689	5,677	148	547	607	1,622	35,100	41,043	5,943
10 Florida	1,411,000	54,753	22,606	27,532	30,765	711	2,795	2,951	2,487	147,555	144,600	—2 955
Totals	23,359,618	248,657	183,486	175,705	157,092	3,934	11,977	14,366	25,992	753,953	821,209	67,256
CENTRAL STATES												
1 Illinois	7,396,000	204,598	94,980	118,709	137,376	3,071	8,113	6,340	11,681	537,166	584,868	47,702
2 Ohio	6,826,000	172,519	88,419	115,079	109,423	3,590	7,167	11,883	17,188	494,057	525,268	31,211
3 Michigan	4,591,000	126,355	61,177	88,409	59,098	2,369	4,408	5,345	9,394	322,072	356,555	34,483
4 Indiana	3,176,000	72,848	36,228	54,597	48,131	1,170	2,521	2,087	6,103	215,003	223,695	8,692
5 Wisconsin	2,953,000	58,401	33,128	34,235	35,374	1,141	1,545	1,459	4,925	159,124	170,208	11,084
6 Iowa	2,428,000	58,294	30,672	28,543	31,589	1,108	903	772	7,766	156,306	159,647	3,341
Totals	27,370,000	693,015	344,614	439,572	420,991	12,449	24,657	27,886	57,057	1,883,728	2,020,241	136,513
NORTHWESTERN STATES												
1 Missouri	3,523,000	79,505	33,765	40,117	45,498	740	2,539	3,131	4,829	200,236	210,124	9,888
2 Minnesota	2,722,000	69,268	35,417	38,123	51,620	1,492	1,679	1,567	4,165	187,377	203,331	15,954
3 Kansas	1,835,000	42,943	22,393	16,448	16,883	774	726	1,135	5,696	100,669	106,998	6,329
4 Nebraska	1,408,000	30,001	17,770	17,535	18,280	505	719	791	4,387	85,473	89,988	4,515
5 North Dakota	641,192	13,767	7,885	5,146	5,190	208	184	247	1,616	31,678	34,243	2,565
6 South Dakota	704,000	15,120	8,482	5,350	6,460	310	199	347	1,965	35,466	38,233	2,767
Totals	10,833,192	250,604	125,712	122,719	143,931	4,029	6,046	7,218	22,658	640,899	682,917	42,018
SOUTHWESTERN STATES												
1 Texas	5,487,000	84,488	70,964	56,409	53,286	486	3,334	3,604	3,856	238,077	276,427	38,350
2 Oklahoma	2,426,000	37,046	19,015	20,808	16,638	293	746	1,148	2,218	89,578	97,912	8,334
3 Arkansas	1,944,000	16,792	11,671	10,370	8,681	136	413	724	1,670	47,741	50,467	2,726
4 New Mexico	396,000	6,953	4,415	4,596	2,577	93	186	290	451	16,856	19,561	2,705
Totals	10,253,000	145,279	106,065	92,183	81,182	1,008	4,679	5,776	8,195	392,252	444,367	52,115
MIDDLE ATLANTIC STATES												
1 Pennsylvania	9,854,000	213,334	124,543	135,070	122,117	4,542	11,328	20,155	22,631	600,263	653,720	53,457
2 West Virginia	1,724,000	22,164	15,301	17,904	11,292	698	1,394	2,855	3,355	66,709	74,963	8,254
3 Maryland	1,616,000	28,762	16,636	20,391	14,378	653	1,332	1,953	2,970	83,598	87,075	3,477
4 Dist. of Columbia	552,000	25,585	12,871	11,903	16,840	593	1,657	2,096	774	68,923	72,319	3,396
5 Delaware	244,000	5,623	3,061	3,401	4,337	118	274	607	627	15,650	18,048	2,398
Totals	13,990,000	295,468	172,412	188,669	168,964	6,604	15,985	27,666	30,357	835,143	906,125	70,982
NEY YORK-NEW JERSEY												
1 New York	11,550,000	383,136	164,345	187,610	178,277	10,851	29,519	47,026	23,685	908,486	1,024,449	115,963
2 New Jersey	3,821,000	100,005	60,681	52,570	28,658	3,255	6,109	11,241	7,364	228,736	269,883	41,147
Totals	15,371,000	483,141	225,026	240,180	206,935	14,106	35,628	58,267	31,049	1,137,222	1,294,332	157,110
NEW ENGLAND												
1 Massachusetts	4,290,000	142,811	65,271	67,843	74,718	4,545	9,233	13,405	5,405	359,177	383,231	24,054
2 Connecticut	1,667,000	47,607	25,893	29,460	24,503	1,905	3,323	5,534	3,322	126,367	141,547	15,180
3 Maine	795,000	21,025	12,899	8,746	9,622	1,066	840	4,027	2,966	57,410	61,191	3,781
4 Rhode Island	716,000	17,091	8,499	9,693	11,983	604	1,100	2,608	1,251	52,450	52,829	379
5 New Hampshire	456,000	13,048	8,114	6,150	5,085	663	650	775	1,959	34,566	36,444	1,878
6 Vermont	352,428	10,408	7,072	3,092	2,235	674	425	1,249	2,139	24,652	27,294	2,642
Totals	8,276,428	251,990	127,748	124,984	128,146	9,457	15,571	27,598	17,042	654,622	702,536	47,914
MISCELLANEOUS												
Newsdealers		.....	.....	.....	.....	1,214	.....	.....	2,125	94,570	3,339	—91,231
Unclassified		.....	.....	.....	772	1,755	220	795	386	3,308	3,928	620
Canada		126,269	54,057	44,690	41,961	338	5,180	5,962	2,032	231,824	280,489	48,665
Alaska & U. S. Pos.		13,283	6,043	4,679	6,407	361	1,102	45	78	25,319	31,998	6,679
Foreign		36,541	11,010	2,033	1,307	669	4,283	1,792	1,160	76,326	58,795	—17,531
Other Items		796	3,896	7,929	806	34	.....	20	598	4,888	14,079	9,191
Totals		176,889	75,006	59,331	51,253	4,371	10,785	8,614	6,379	436,235	392,628	—43,607
MARKET GROUPS												
1 Western	10,559,396	483,365	249,966	251,731	182,249	6,789	15,927	18,220	20,148	1,097,371	1,228,395	131,024
2 Southern	23,359,618	248,657	183,486	175,705	157,092	3,934	11,977	14,366	25,992	753,953	821,209	67,256
3 Central	27,370,000	693,015	344,614	439,572	420,991	12,449	24,657	27,886	57,057	1,883,728	2,020,241	136,513
4 Northwestern	10,833,192	250,604	125,712	122,719	143,931	4,029	6,046	7,218	22,658	640,899	682,917	42,018
5 Southwestern	10,253,000	145,279	106,065	92,183	81,182	1,008	4,679	5,776	8,195	392,252	444,367	52,115
6 Middle Atlantic	13,990,000	295,468	172,412	188,669	168,964	6,604	15,985	27,666	30,357	835,143	906,125	70,982
7 N. Y.-N. J.	15,371,000	483,141	225,026	240,180	206,935	14,106	35,628	58,267	31,049	1,137,222	1,294,332	157,110
8 New England	8,276,428	251,990	127,748	124,984	128,146	9,457	15,571	27,598	17,042	654,622	702,536	47,914
9 Miscellaneous		176,889	75,006	59,331	51,253	4,371	10,785	8,614	6,379	436,235	392,628	—43 607
Grand totals	120,012,534	3,028,408	1,610,065	1,695,074	1,540,743	62,747	141,255	195,611	218,877	7,831,425	8,492,750	661,325
Page rate		$8,000.00	$4,000.00	$5,000.00	$4,250.00	$400.00	$900.00	$1,000.00	$1,080.00	$22,980	$24,630 00	$1,650.00
Rate per agate line		12.00	9.00	7.75	8.00	1.00	2.10	2.50	1.75	40.35	44.40	4.05
—Decrease												

ANALYSIS OF CIRCULATION BY TERRITORIAL MARKET GROUPS AND ADVERTISING RATES OF LEADING CLASS PUBLICATIONS

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TERRITORIAL MARKETS		Magazine of Business	Scientific American	Popular Science	Forest & Stream	Physical Culture	Field & Stream	House Beautiful	Class Magazines Total 1927	Class Magazines Total 1928	Gain or Loss 1927-1928
Total net paid		173,985	92,998	324,938	102,878	318,025	120,139	95,066	1,181,018	1,228,029	47,011
Total net paid, including bulk		196,508	93,660	324,938	102,878	318,327	121,422	95,147	1,207,026	1,252,880	45,854
Total distribution		202,126	97,918	533,799	105,462	335,796	126,968	99,134	1,262,742	1,301,203	38,461
Detailed distribution for	Population	June, 1928	Mch., 1928	Feb., 1928	Feb., 1928	Feb., 1928	Mch., 1928	Feb., 1928			
WESTERN STATES											
1 California	4,556,000	5,749	8,966	21,435	4,168	23,591	8,531	6,739	79,660	79,179	—481
2 Washington	1,587,000	2,302	2,047	6,591	955	8,411	2,656	1,215	24,242	24,177	—65
3 Colorado	1,090,000	849	1,063	3,412	663	3,737	1,229	645	12,806	11,598	—1,208
4 Oregon	902,000	877	1,214	4,389	643	3,964	1,721	885	15,147	13,693	—1,454
5 Montana	548,889	364	481	2,902	333	2,571	1,036	265	7,816	7,952	136
6 Utah	531,000	607	417	1,526	571	1,714	503	159	5,796	5,497	—299
7 Idaho	546,000	203	391	1,831	289	2,287	769	117	5,847	5,887	40
8 Arizona	474,000	300	396	1,370	345	1,598	524	212	4,579	4,745	166
9 Wyoming	247,000	138	364	1,142	139	1,199	512	122	2,639	3,616	977
10 Nevada	77,407	51	181	541	41	408	280	64	1,539	1,566	27
Totals	10,559,396	11,440	15,520	45,139	8,147	49,480	17,761	10,423	160,071	157,910	—2,161
SOUTHERN STATES											
1 Georgia	3,203,000	1,749	529	2,332	427	2,305	1,242	956	9,033	9,540	507
2 North Carolina	2,938,000	1,355	768	3,265	1,168	2,389	1,834	1,356	11,184	12,135	951
3 Kentucky	2,553,000	1,371	759	2,640	951	1,669	1,566	989	8,933	9,945	1,012
4 Tennessee	2,502,000	1,740	754	2,080	839	2,102	1,143	1,088	10,683	9,746	—937
5 Alabama	2,573,000	1,476	459	2,007	313	1,698	1,208	701	7,203	7,862	659
6 Virginia	2,575,000	1,634	817	3,077	931	2,388	1,785	1,130	11,550	11,762	212
7 Mississippi	1,790,618	404	308	1,434	426	1,048	955	381	5,187	4,956	—231
8 Louisiana	1,950,000	1,035	592	1,920	1,513	2,044	1,121	538	9,639	8,763	—876
9 South Carolina	1,864,000	446	244	1,592	94	910	874	435	4,499	4,595	96
10 Florida	1,411,000	1,721	1,364	5,461	426	5,293	2,493	1,275	23,194	18,033	—5,161
Totals	23,359,618	12,931	6,594	25,808	7,088	21,846	14,221	8,849	101,105	97,337	—3,768
CENTRAL STATES											
1 Illinois	7,396,000	14,329	5,989	21,411	6,618	24,129	6,726	7,737	76,075	86,939	10,864
2 Ohio	6,826,000	11,251	5,757	21,952	5,503	19,830	7,733	5,876	68,963	77,902	8,939
3 Michigan	4,591,000	6,703	4,214	14,322	6,369	15,984	5,695	3,652	53,125	56,939	3,814
4 Indiana	3,176,000	4,008	2,573	7,378	4,851	7,293	2,987	1,904	27,435	30,994	3,559
5 Wisconsin	2,953,000	4,282	1,452	7,433	1,005	7,108	2,702	2,027	23,897	26,009	2,112
6 Iowa	2,428,000	2,354	1,525	6,092	1,092	4,332	2,229	1,229	18,198	18,853	655
Totals	27,370,000	42,927	21,510	78,588	25,438	78,676	28,072	22,425	267,693	297,636	29,943
NORTHWESTERN STATES											
1 Missouri	3,523,000	4,802	1,791	6,350	1,036	9,935	2,502	1,979	29,332	28,395	—937
2 Minnesota	2,722,000	3,049	1,569	6,521	689	6,309	2,925	1,704	23,945	22,766	—1,179
3 Kansas	1,835,000	1,254	915	4,297	560	6,033	1,499	875	16,801	15,433	—1,368
4 Nebraska	1,408,000	1,197	907	3,863	889	3,506	1,255	553	12,401	12,170	—231
5 North Dakota	641,192	155	315	1,883	80	1,532	605	142	5,102	4,712	—390
6 South Dakota	704,000	184	417	1,911	339	1,431	586	145	4,902	5,013	111
Totals	10,833,192	10,641	5,914	24,825	3,593	28,746	9,372	5,398	92,483	88,489	—3,994
SOUTHWESTERN STATES											
1 Texas	5,487,000	3,273	2,334	9,260	884	10,574	4,695	2,495	32,326	33,515	1,189
2 Oklahoma	2,426,000	1,124	1,039	4,175	624	4,573	2,259	1,001	14,063	14,795	732
3 Arkansas	1,944,000	506	372	1,922	278	1,646	1,056	399	6,802	6,179	—623
4 New Mexico	396,000	107	210	868	113	781	388	134	2,543	2,601	58
Totals	10,253,000	5,010	3,955	16,225	1,899	17,574	8,398	4,029	55,734	57,090	1,356
MIDDLE ATLANTIC STATES											
1 Pennsylvania	9,854,000	12,077	5,533	24,795	7,954	28,635	9,386	6,546	96,244	94,926	—1,318
2 West Virginia	1,724,000	1,291	1,056	3,603	511	3,073	1,615	704	10,611	11,853	1,242
3 Maryland	1,616,000	1,668	877	2,921	1,712	1,968	1,292	1,092	10,781	11,530	749
4 District of Columbia	552,000	873	673	1,890	293	1,868	646	956	7,437	7,199	—238
5 Delaware	244,000	285	141	507	593	348	221	179	1,581	2,274	693
Totals	13,990,000	16,194	8,280	33,716	11,063	35,892	13,160	9,477	126,654	127,782	1,128
NEW YORK-NEW JERSEY											
1 New York-New Jersey	11,550,000	20,919	10,594	36,314	7,744	34,328	17,126	15,726	128,282	142,751	14,469
2 New Jersey	3,821,000	5,409	3,023	9,013	3,619	10,603	5,175	3,767	38,518	40,609	2,091
Totals	15,371,000	26,328	13,617	45,327	11,363	44,931	22,301	19,493	166,800	183,360	16,560
NEW ENGLAND STATES											
1 Massachusetts	4,290,000	8,778	4,561	12,150	3,036	12,794	4,522	7,806	48,940	53,647	4,707
2 Connecticut	1,667,000	2,731	1,284	5,043	2,387	3,509	2,486	2,710	18,223	20,150	1,927
3 Maine	795,000	1,014	471	3,085	683	1,668	1,050	716	8,278	8,687	409
4 Rhode Island	716,000	813	415	1,445	270	1,808	669	982	6,117	6,402	285
5 New Hampshire	456,000	616	404	2,515	329	966	607	608	5,571	6,045	474
6 Vermont	352,428	380	337	1,228	512	687	495	409	3,748	4,048	300
Totals	8,276,428	14,332	7,472	25,466	7,217	21,432	9,829	13,231	90,877	98,979	8,102
MISCELLANEOUS											
Newsdealers	.....	.....	.....	.....	23,576	.....	.....	.....	89,811	23,576	—66,235
Unclassified	.....	.....	2,616	4,541	5,255	511	.....	.....	10,692	12,924	2,232
Canada	.....	4,567	2,244	13,770	207	16,885	2,844	1,631	48,091	42,148	—5,943
Alaska & U. S. Possessions	.....	744	610	3,034	42	2,993	547	248	7,301	8,218	917
Foreign	.....	730	7,649	4,290	116	14,366	679	2,375	26,825	30,205	3,380
Other Items	.....	27	293	35,460	.....	113	1,157	153	32,401	37,205	4,802
Totals	.....	6,068	13,412	61,096	29,196	34,868	5,227	4,407	215,121	154,274	—60,847
MARKET GROUPS											
1 Western	10,559,396	11,440	15,520	45,139	8,147	49,480	17,761	10,423	160,071	157,910	—2,161
2 Southern	23,359,618	12,931	6,594	25,808	7,088	21,846	14,221	8,849	101,105	97,337	—3,768
3 Central	27,370,000	42,927	21,510	78,588	25,438	78,676	28,072	22,425	267,693	297,636	29,943
4 Northwestern	10,833,192	10,641	5,914	24,825	3,593	28,746	9,372	5,398	92,483	88,489	—3,994
5 Southwestern	10,253,000	5,010	3,955	16,225	1,899	17,574	8,398	4,029	55,734	57,090	1,356
6 Middle Atlantic	13,990,000	16,194	8,280	33,716	11,063	35,892	13,160	9,477	126,654	127,782	1,128
7 New York-New Jersey	15,371,000	26,328	13,617	45,327	11,363	44,931	22,301	19,493	166,800	183,360	16,560
8 New England	8,276,428	14,332	7,472	25,466	7,217	21,432	9,829	13,231	90,877	98,979	8,102
9 Miscellaneous	.....	6,068	13,412	61,096	29,196	34,868	5,227	4,407	215,121	154,274	—60,847
Grand Totals	120,012,534	145,871	96,274	356,190	105,004	333,445	128,341	97,732	1,276,538	1,262,857	—13,681
Page rate		$1,000.00	$400.00	$1,000.00	$400.00	$875.00	$575.00	$900.00	$4,860.00	$5,150.00	$290.00
Rate per agate line		2.60	1.00	2.50	1.00	2.55	1.45	1.70	12.10	12.80	.70
—Decrease											

ANALYSIS OF CIRCULATIONS BY TERRITORIAL MARKET GROUPS

Compiled by Editor & Publisher and Copyright

TERRITORIAL MARKETS		Cosmopolitan	American Review of Reviews	American	House and Garden	Child Life	World's Work	Forum	Scribner's	American Boy	Atlantic Monthly	Red Book	Century
Total net paid		1,667,243	169,216	2,145,448	135,145	184,744	149,592	91,216	88,756	272,206	134,743	765,815	22,331
Total net paid, including bulk.		1,667,243	170,037	2,145,718	135,872	184,846	150,033	91,349	90,181	279,059	137,722	766,789	22,442
Total distribution		1,706,234	187,531	2,199,715	140,348	211,673	153,568	94,509	94,494	310,988	142,814	787,656	23,925
Detailed distribution for	Population 1928	Mar., '28	April, '28	Feb., '28	April, '28	June, '28	Mar., '28	April, '28	April, '28	June, '28	Feb., '28	April, '28	April, '28
WESTERN STATES													
1 California	4,556,000	153,124	16,111	151,164	10,150	15,134	12,415	6,276	5,076	18,882	10,613	63,534	1,721
2 Washington	1,587,000	34,213	2,985	49,205	1,607	3,666	2,467	1,385	1,184	7,838	1,858	17,193	312
3 Colorado	1,090,000	17,028	1,370	32,408	820	2,194	1,546	1,039	721	4,934	1,391	10,112	240
4 Oregon	902,000	20,074	1,944	35,373	1,254	2,288	1,407	770	703	4,602	1,331	11,273	201
5 Montana	548,889	8,372	688	13,910	247	1,327	1,083	615	425	2,097	493	4,547	91
6 Utah	531,000	7,816	1,003	12,454	232	888	522	449	332	1,771	333	6,940	76
7 Idaho	546,000	6,562	706	12,398	165	1,010	643	454	284	1,489	388	4,458	64
8 Arizona	474,000	6,286	484	9,046	254	849	737	477	294	891	399	4,349	73
9 Wyoming	247,000	4,995	800	6,580	126	800	435	270	200	788	202	2,423	52
10 Nevada	77,407	2,074	213	1,849	86	236	184	162	48	265	75	1,071	19
Totals	10,559,296	260,544	26,304	324,387	14,941	28,392	21,439	11,897	9,267	43,557	17,083	125,900	2,849
SOUTHERN STATES													
1 Georgia	3,203,000	16,932	1,823	26,848	1,772	1,492	1,584	1,189	627	2,409	863	10,818	201
2 North Carolina	2,938,000	15,731	2,458	27,262	1,913	2,209	2,311	1,315	871	2,694	1,260	7,701	221
3 Kentucky	2,553,000	15,990	1,586	27,549	1,436	1,850	1,518	1,000	730	2,605	984	11,482	165
4 Tennessee	2,502,000	14,660	1,298	32,151	1,542	1,609	1,455	925	600	3,041	998	12,252	193
5 Alabama	2,573,000	11,371	1,322	23,561	1,141	1,310	1,345	933	531	1,932	744	8,244	100
6 Virginia	2,575,000	19,300	2,103	26,063	1,687	1,968	2,414	1,331	970	2,883	1,582	9,240	225
7 Mississippi	1,790,618	8,961	893	14,016	689	1,013	831	497	362	1,347	371	4,959	104
8 Louisiana	1,950,000	16,278	1,403	17,389	1,034	1,312	1,247	757	468	1,636	565	9,281	141
9 South Carolina	1,864,000	6,058	841	15,659	709	939	847	634	349	1,247	573	3,787	97
10 Florida	1,411,000	29,631	1,906	31,685	1,884	2,083	2,827	1,478	922	2,947	1,396	14,658	308
Totals	23,359,618	154,912	15,633	242,183	13,807	15,785	16,369	10,059	6,430	22,741	9,336	92,422	1,755
CENTRAL STATES													
1 Illinois	7,396,000	109,704	11,402	140,983	9,083	13,299	8,251	5,767	5,164	18,324	9,897	50,787	1,667
2 Ohio	6,826,000	99,817	8,767	161,970	7,712	10,565	7,524	4,957	5,429	19,532	7,398	46,369	1,280
3 Michigan	4,591,000	73,157	6,438	115,621	4,955	8,937	5,123	3,216	3,226	14,448	4,091	33,862	716
4 Indiana	3,176,000	40,331	4,920	66,372	2,298	4,570	2,564	1,848	2,001	6,847	2,123	22,092	479
5 Wisconsin	2,953,000	29,244	3,170	52,173	2,365	4,174	2,502	1,590	1,905	7,028	2,789	14,009	435
6 Iowa	2,428,000	28,822	2,901	65,661	1,275	4,104	2,192	1,642	1,641	7,764	1,953	11,025	424
Totals	27,370,000	381,075	37,598	602,780	27,688	45,649	28,156	19,020	19,366	73,943	28,251	178,144	5,001
NORTHWESTERN STATES													
1 Missouri	3,523,000	45,551	3,575	56,533	3,345	5,086	2,751	1,884	1,558	8,047	2,884	21,696	449
2 Minnesota	2,722,000	34,098	2,976	50,633	1,957	3,806	2,857	2,136	1,746	8,350	3,122	14,091	529
3 Kansas	1,835,000	18,891	2,829	40,532	961	3,512	1,596	1,316	1,035	4,985	1,123	8,748	244
4 Nebraska	1,408,000	16,373	2,085	31,796	698	2,527	1,309	990	684	4,718	970	8,076	163
5 North Dakota	641,192	5,993	643	10,906	210	894	600	490	284	1,840	303	2,489	90
6 South Dakota	704,000	6,898	887	12,509	189	972	648	527	331	2,171	379	2,872	82
Totals	10,433,192	127,804	12,995	202,909	7,360	16,797	9,761	7,343	5,638	30,111	8,781	57,972	1,557
SOUTHWESTERN STATES													
1 Texas	5,487,000	62,996	5,362	85,982	3,694	7,147	3,883	2,256	1,548	8,217	1,873	28,566	503
2 Oklahoma	2,426,000	25,567	2,862	34,778	1,204	2,995	1,475	907	1,641	3,697	613	11,986	173
3 Arkansas	1,944,000	9,441	944	19,168	619	1,284	810	647	534	1,703	350	5,424	75
4 New Mexico	396,000	4,216	366	6,180	148	542	427	339	172	601	229	3,104	54
Totals	10,253,000	102,220	9,534	146,108	5,665	11,968	6,595	4,149	3,895	14,218	3,065	49,080	805
MIDDLE ATLANTIC STATES													
1 Pennsylvania	9,854,000	143,185	13,318	144,852	11,183	12,171	10,051	7,356	7,233	21,248	11,083	53,055	1,572
2 West Virginia	1,724,000	17,745	2,096	20,425	1,092	2,024	1,497	911	779	2,423	717	6,906	142
3 Maryland	1,616,000	16,086	2,064	19,227	2,078	1,877	2,063	1,144	1,171	3,065	2,583	12,308	291
4 Dist. of Columbia	552,000	18,058	1,547	13,135	1,386	1,073	2,212	1,208	1,121	2,174	2,368	5,768	433
5 Delaware	244,000	3,322	384	3,496	386	311	296	234	231	516	273	1,614	35
Totals	13,990,000	198,396	19,409	201,135	16,125	17,456	16,119	10,853	10,535	29,426	17,024	79,651	2,473
NEW YORK-NEW JERSEY													
1 New York	11,550,000	201,108	23,035	184,824	25,806	15,259	20,799	14,543	17,528	25,703	25,323	77,579	3,451
2 New Jersey	3,821,000	51,916	6,484	52,933	6,655	5,275	5,614	3,573	5,355	9,196	5,701	23,222	754
Totals	15,371,000	253,024	29,519	237,757	32,461	20,534	26,413	18,116	22,883	34,899	31,024	100,801	4,205
NEW ENGLAND													
1 Massachusetts	4,290,000	65,465	5,237	79,314	6,321	6,746	8,029	5,084	7,099	10,392	14,410	28,686	1,393
2 Connecticut	1,667,000	26,587	2,414	28,179	4,013	2,645	3,201	1,838	3,054	4,467	3,715	11,892	454
3 Maine	795,000	9,165	827	18,115	703	1,017	1,394	793	922	2,141	1,104	4,594	166
4 Rhode Island	716,000	8,844	772	11,688	843	741	990	497	694	1,490	1,307	4,308	136
5 New Hampshire	456,000	5,091	980	11,734	379	715	992	509	1,384	1,179	888	2,455	138
6 Vermont	352,428	4,179	377	10,354	293	645	779	451	580	1,202	574	1,874	99
Totals	8,276,428	119,331	10,607	159,384	12,552	12,509	15,385	9,172	13,733	20,871	21,998	53,809	2,386
MISCELLANEOUS													
Newsdealers	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Unclassified	.....	.....	5,240	.....	.....	853	.....	5,007	.....	.....	.....	.....	.....
Canada	.....	57,262	2,728	34,050	3,613	2,770	2,224	1,192	1,081	1,640	4,027	31,679	401
Alaska & U. S. Pos.	.....	6,705	1,349	4,443	340	750	316	443	466	1,363	666	2,408	147
Foreign	.....	7,191	1,465	7,300	3,777	487	4,316	748	1,618	652	3,604	4,943	991
Other Items	.....	110	169	.....	155	.....	45	35	226	5,501	292	42	.....
Totals	.....	71,268	10,951	45,793	7,885	4,860	6,901	7,425	3,391	9,156	8,589	39,072	1,539
MARKET GROUPS													
1 Western	10,559,296	260,544	26,304	324,387	14,941	28,392	21,439	11,897	9,267	43,557	17,083	125,900	2,849
2 Southern	23,359,618	154,912	15,633	242,183	13,807	15,785	16,369	10,059	6,430	22,741	9,336	92,422	1,755
3 Central	27,370,000	381,075	37,598	602,780	27,688	45,649	28,156	19,020	19,366	73,943	28,251	178,144	5,001
4 Northwestern	10,433,192	127,804	12,995	202,909	7,360	16,797	9,761	7,343	5,638	30,111	8,781	57,972	1,557
5 Southwestern	10,253,000	102,220	9,534	146,108	5,665	11,968	6,595	4,149	3,895	14,218	3,065	49,080	805
6 Middle Atlantic	13,990,000	198,396	19,409	201,135	16,125	17,456	16,119	10,853	10,535	29,426	17,024	79,651	2,473
7 N. Y.-N. J.	15,371,000	253,024	29,519	237,757	32,461	20,534	26,413	18,116	22,883	34,899	31,024	100,801	4,205
8 New England	8,276,428	119,331	10,607	159,384	12,552	12,509	15,385	9,172	13,733	20,871	21,998	53,809	2,386
9 Miscellaneous	.....	71,268	10,951	45,793	7,885	4,860	6,901	7,425	3,391	9,156	8,589	39,072	1,539
Grand Totals	120,012,534	1,668,574	172,550	2,162,436	138,484	173,950	147,138	98,034	95,138	278,922	145,151	776,851	22,570
Page rate		4,200.00	600.00	5,000.00	1,250.00	800.00	700.00	450.00	360.00	1,700.00	460.00	2,000.00	250.00
Rate per agate line		*11.00*	*1.60*	*12.00*	*1.97*	*2.25*	*2.00*	*1.20*	*1.80*	*3.00*	*2.25*	*5.00*	*1.50*
—Decrease													

AND ADVERTISING RATES OF THE LEADING MONTHLY MAGAZINES

1929, Editor & Publisher Company

TERRITORIAL MARKETS		Blue Book	True Romances	Everybody's	Saint Nicholas	Boy's Life	Photoplay	Motion Picture	Munsey's	Nation's Business	General Magazines Total 1927	General Magazines Total 1928	Gain or Loss 1927-1928
Total net paid		179,872	589,894	58,658	51,364	165,099	546,766	338,159	405,233	263,407	8,437,698	8,424,907	—12,791
Total net paid, including bulk.		180,211	589,903	58,658	51,364	174,123	547,605	338,973	405,233	269,438	8,474,569	8,456,799	—17,860
Total distribution		180,681	602,509	58,778	53,521	178,436	560,915	347,152	407,679	271,808	8,767,955	8,714,934	—53,021
Detailed distribution for	Population 1928	Feb., '28	Mar., '28	June, '28	April, '28	May, '28	June, '28	April, '28	Mar., '28	June, '28			
WESTERN STATES													
1 California	4,556,000	17,157	24,071	4,978	4,228	12,692	43,578	39,764	33,503	12,675	629,219	656,846	27,627
2 Washington	1,587,000	4,064	7,368	1,100	804	3,686	9,199	6,956	8,347	3,110	165,983	168,547	2,564
3 Colorado	1,090,000	1,759	5,523	536	514	1,800	4,059	2,505	4,568	2,630	103,051	97,697	—5,354
4 Oregon	902,000	2,394	2,754	660	576	1,965	4,928	3,962	4,351	1,804	100,150	104,614	4,464
5 Montana	548,889	1,052	3,719	292	269	783	2,362	1,530	2,262	961	43,826	47,125	3,299
6 Utah	531,000	611	2,096	216	116	1,950	2,856	3,644	1,309	539	38,110	46,153	8,043
7 Idaho	546,000	714	3,014	276	166	1,010	1,894	1,519	1,768	660	34,580	39,642	5,062
8 Arizona	474,000	1,161	2,379	307	175	498	326	1,409	1,994	748	28,131	33,136	5,005
9 Wyoming	247,000	474	2,273	168	114	502	931	1,095	1,216	445	22,756	24,889	2,133
10 Nevada	77,407	324	677	96	54	171	470	317	505	264	8,721	9,160	439
Totals	10,559,296	29,710	53,874	8,629	7,016	25,057	70,603	62,701	59,823	23,836	1,174,527	1,227,809	53,282
SOUTHERN STATES													
1 Georgia	3,203,000	1,893	7,206	376	254	1,763	5,223	3,067	3,171	3,188	85,696	92,710	7,014
2 North Carolina	2,938,000	1,596	7,599	363	473	2,053	4,577	2,426	1,631	4,161	80,627	90,825	10,198
3 Kentucky	2,553,000	2,045	6,109	328	353	1,517	5,914	1,854	2,690	3,181	87,578	90,886	3,308
4 Tennessee	2,502,000	2,187	7,044	390	301	1,675	6,490	2,737	3,588	3,319	92,401	98,455	6,054
5 Alabama	2,573,000	1,602	5,739	275	217	1,906	4,616	2,226	2,661	2,390	67,604	74,166	6,562
6 Virginia	2,575,000	2,325	7,289	481	482	1,831	5,529	2,447	2,853	4,438	94,506	97,441	2,935
7 Mississippi	1,790,618	1,239	2,987	221	173	1,112	2,388	760	1,084	1,263	43,248	45,260	2,012
8 Louisiana	1,950,000	2,165	5,552	432	206	1,343	5,469	2,456	3,120	2,341	73,895	74,595	700
9 South Carolina	1,864,000	989	3,026	177	222	526	1,675	1,072	1,206	2,178	38,091	42,811	4,720
10 Florida	1,411,000	4,739	10,051	700	560	1,869	6,523	4,749	9,780	4,440	153,872	135,136	—18,736
Totals	23,359,618	20,780	62,602	3,743	3,241	15,595	48,404	23,794	31,784	30,910	817,518	842,285	24,767
CENTRAL STATES													
1 Illinois	7,396,000	12,497	53,958	4,214	3,086	11,787	39,580	20,347	33,802	17,780	562,223	581,379	19,146
2 Ohio	6,826,000	10,094	40,811	2,610	2,711	10,760	29,849	16,301	26,312	16,853	524,842	537,622	12,780
3 Michigan	4,591,000	7,761	36,482	1,591	1,822	5,596	23,455	11,047	21,510	11,583	389,586	394,637	5,051
4 Indiana	3,176,000	4,330	20,176	707	1,068	4,457	16,077	6,385	10,441	6,077	214,278	226,163	11,885
5 Wisconsin	2,953,000	3,440	14,422	604	1,340	3,518	10,025	6,409	5,691	7,751	169,747	174,584	4,837
6 Iowa	2,428,000	2,965	11,397	559	863	3,927	7,215	2,792	7,055	3,113	165,832	169,290	3,458
Totals	27,370,000	41,087	177,246	10,285	10,890	40,045	126,201	63,281	104,812	63,157	2,026,518	2,083,675	57,157
NORTHWESTERN STATES													
1 Missouri	3,523,000	4,517	19,673	1,195	897	4,882	13,297	6,893	11,690	6,552	215,155	222,955	7,800
2 Minnesota	2,722,000	3,343	11,178	727	1,092	5,571	8,267	4,752	7,187	4,453	172,639	172,871	232
3 Kansas	1,835,000	2,011	9,627	599	493	2,766	4,172	2,352	4,399	3,678	112,312	115,869	3,557
4 Nebraska	1,408,000	1,828	6,541	467	390	2,080	4,662	1,716	4,150	2,388	93,207	94,611	1,404
5 North Dakota	641,192	739	3,055	121	134	997	1,297	731	1,832	868	31,544	34,516	2,972
6 South Dakota	704,000	682	2,944	142	205	846	1,266	741	1,621	1,234	32,489	38,146	2,657
Totals	10,433,192	13,120	53,018	3,251	3,211	17,142	32,961	17,185	30,879	19,173	657,346	678,968	21,622
SOUTHWESTERN STATES													
1 Texas	5,487,000	7,580	24,077	1,708	679	4,678	16,114	10,683	12,675	10,123	281,754	300,344	18,590
2 Oklahoma	2,426,000	2,956	12,911	708	301	2,765	5,984	3,505	6,802	4,219	119,454	128,049	8,595
3 Arkansas	1,944,000	1,425	5,474	305	142	976	2,617	1,215	2,428	1,870	58,732	57,451	—1,281
4 New Mexico	396,000	429	1,141	138	91	582	950	844	756	207	18,328	21,516	3,188
Totals	10,253,000	12,390	43,603	2,859	1,213	9,001	25,665	16,247	22,661	16,419	478,268	507,360	29,092
MIDDLE ATLANTIC STATES													
1 Pennsylvania	9,854,000	13,087	65,233	3,752	4,206	14,375	44,076	24,773	24,678	24,648	625,860	655,135	29,275
2 West Virginia	1,724,000	1,767	12,737	396	325	1,861	3,137	2,127	3,356	2,100	82,345	84,563	2,218
3 Maryland	1,616,000	2,231	5,642	501	697	1,866	8,533	3,667	4,163	3,943	93,803	95,200	1,397
4 Dist. of Columbia	552,000	1,458	3,768	351	492	1,036	5,283	2,446	4,437	2,816	75,900	72,570	—3,330
5 Delaware	244,000	294	1,146	56	121	460	1,482	487	463	778	15,779	16,385	606
Totals	13,990,000	18,837	88,526	5,056	5,841	19,598	62,511	33,500	37,097	34,285	893,687	923,853	30,166
NEW YORK-NEW JERSEY													
1 New York	11,550,000	22,560	57,210	7,220	8,390	26,863	76,279	50,934	65,722	35,440	892,766	981,976	89,210
2 New Jersey	3,821,000	5,924	19,622	1,255	2,586	7,641	22,334	11,411	9,996	11,608	246,464	269,055	22,591
Totals	15,371,000	28,484	76,832	8,475	10,976	34,504	95,013	62 345	75,718	47,048	1,139,230	1,251,031	111,801
NEW ENGLAND													
1 Massachusetts	4,290,000	6,806	16,869	1,742	3,610	6,749	26,953	13,231	20,415	16,064	344,393	350,615	6,222
2 Connecticut	1,667,000	2,868	6,043	670	1,493	3,472	10,684	4,763	6,688	7,387	128,050	136,527	8,477
3 Maine	795,000	1,083	4,840	329	491	1,055	3,244	1,975	3,648	3,697	55,260	61,303	6,043
4 Rhode Island	716,000	943	2,784	191	446	752	4,513	2,444	2,783	3,296	48,632	50,462	1,830
5 New Hampshire	456,000	575	2,157	173	395	508	1,800	1,038	1,352	2,107	35,218	36,549	1,331
6 Vermont	352,428	441	1,975	121	291	605	1,529	625	1,111	1,376	27,176	29,481	2,305
Totals	8,276,428	12,716	34,668	3,226	6,726	13,141	48,723	24,076	35,997	33,927	638,729	664,937	26,208
MISCELLANEOUS													
Newsdealers	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	538,745	.....	—538,745
Unclassified	.....	.....	9	.....	.....	.....	.....	.....	26	319	29,321	11,454	—17,867
Canada	.....	11,606	14,834	1,624	919	807	16,526	10,272	18,372	1,296	214,456	218,923	4,467
Alaska & U. S. Pos.	.....	1,253	2,018	572	383	495	2,074	1,792	1,784	569	28,502	30,336	1,834
Foreign	.....	3,093	420	1,668	904	514	12,289	17,191	3,575	2,765	72,936	79,511	6,575
Other Items	.....	43	70	.....	.....	775	854	52	140	198	11,937	8,707	—3,230
Totals	.....	15,995	17,351	3,864	2,206	2,591	31,743	29,307	23,897	5,147	895,897	348,931	—546,966
MARKET GROUPS													
1 Western	10,559,296	29,710	53,874	8,629	7,016	25,057	70,603	62,701	59,823	23,836	1,174,527	1,227,809	53,282
2 Southern	23,359,618	20,780	62,602	3,743	3,241	15,595	48,404	23,794	31,784	30,910	817,518	842,285	24,767
3 Central	27,370,000	40,087	177,246	10,285	10,890	40,045	126,201	63,281	104,812	63,157	2,026,518	2,083,675	57,157
4 Northwestern	10,433,192	13,120	53,018	3,251	3,211	17,142	32,961	17,185	30,879	19,173	657,346	678,968	21,622
5 Southwestern	10,253,000	12,390	43,603	2,859	1,213	9,001	25,665	16,247	22,661	16,419	478,268	507,360	29,092
6 Middle Atlantic	13,990,000	18,837	88,526	5,056	5,841	19,598	62,511	33,500	37,097	34,285	893,687	923,853	30,166
7 N. Y.-N. J.	15,371,000	28,484	76,832	8,475	10,976	34,504	95,013	62,345	75,718	47,048	1,139,230	1,251,031	111,801
8 New England	8,276,428	12,716	34,668	3,226	6,726	13,141	48,723	24,076	35,997	33,927	638,729	664,937	26,208
9 Miscellaneous	.....	15,995	17,351	3,864	2,206	2,591	31,743	29,307	23,897	5,147	895,857	348,931	—546,966
Grand Totals	120,012,534	193,119	607,720	49,388	51,320	176,674	541,824	332,436	422,668	273,902	8,721,720	8,528,849	192,871
Page rate		250.00	1,100.00	150.00	350.00	1,020.00	1,200.00	750.00	630.00	1,200.00	22,630.00	24,420.00	1,790.00
Rate per agate line		1.25	2.75	.75	1.50	1.50	3.00	1.80	3.00	3.25	63.70	64.37	.67
—Decrease													

PAY OF MECHANICAL FORCES AS OF JAN. 1, 1929, IN PRINCIPAL CITIES OF THE U. S.

TYPOGRAPHICAL WAGES

Day and Night

In thirty-six cities. Arranged according to population.

	DAY WORK			NIGHT WORK			
	Hrs. per Week	Wage per Hour	Wage per Week	Hrs. per Week	Wage per Hour	Wage per Week	
New York	45	1.444	65.00	45	1.51	68.00	3rd $71.00—42 hours
Chicago	45	1.40	63.00	45	1.51	68.00	3rd $68.00—39 hours
Philadelphia	48	1.06¼	51.00	48	1.125	54.00	
Detroit	45	1.30	58.00	45	1.138	62.10	3rd $67.05—45 hours
Cleveland	45	1.19	53.55	45	1.31	58.95	3rd $60.48—42 hours
St. Louis	46	1.206	55.50	45	1.344	60.50	
Boston	44	1.25	55.00	44	1.29	56.76	3rd $58.52—44 hours
Baltimore	44	1.15	50.50	44	1.216	53.50	
Pittsburgh	45	1.266	57.00	45	1.333	60.00	
Los Angeles	45	1.177	53.00	45	1.244	56.00	
Buffalo	48	1.06¼	51.00	48	1.125	54.00	
San Francisco	45	1.20	54.00	45	1.266	57.00	
Milwaukee	48	1.104	53.00	48	1.208	58.00	
Washington	42	1.286	54.00	42	1.45	60.00	
Cincinnati	45	1.183	53.25	45	1.268	57.05	
Newark	46	1.348	62.00	46	1.413	65.00	
Minneapolis	48	.98	47.00	48	1.042	50.00	
Kansas City	48	1.042	50.00	48	1.104	53.00	
Seattle	42	1.232	51.75	42	1.303	54.75	
Indianapolis	48	1.062	51.00	48	1.156	55.50	
Portland, Ore.	45	1.066	48.00	45	1.133	51.00	
Denver	44	1.13	49.75	44	1.213	53.25	
Providence	48	1.083	52.00	45	1.222	55.00	
Columbus O.	48	1.104	53.00	48	1.187	57.00	
Louisville	48	.937	45.00	48	1.00	48.00	
St. Paul	48	1.01¼	48.60	48	1.08	51.84	
Akron, Ohio	48	1.083	52.00	48	1.146	55.00	
Atlanta	48	1.03	49.50	48	1.093	52.50	
Omaha	48	.98	47.00	48	1.04	50.00	
Birmingham	48	.975	46.80	48	1.025	49.20	
Richmond, Va.	48	.948	45.50	48	1.01	48.50	
Memphis, Tenn.	45	1.00	45.00	45	1.066	48.00	
Dallas, Texas	48	1.062	51.00	48	1.105	53.00	
Salt Lake City	45	1.066	48.00	45	1.133	51.00	
Little Rock, Ark.	48	.875	42.00	48	.93¾	45.00	
Charleston, S. C.	48	.927	44.50	48	.99	47.50	
Average	46.18	1.116	51.57	46.11	1.204	54.94	

STEREOTYPER'S WAGES

Day and Night

In thirty-six principal cities Arranged according to population

	DAY WORK			NIGHT WORK			
	Hrs. per Week	Wage per Hour	Wage per Week	Hrs. per Week	Wage per Hour	Wage per Week	
New York	45	1.233	55.50	36	1.54	55.50	Sat. 8 Hrs.—$11.50
Chicago	48	1.04	49.92	45	1.17	52.65	
Philadelphia	48	.875	42.00	48	.91¼	44.00	
Detroit	48	1.075	51.60	42	1.23	51.60	Sat. 8 Hrs.—$9.64
Cleveland	48	1.00	48.00	45	1.111	50.00	
St. Louis	48	1.073	51.50	42	1.226	51.50	
Boston	42	1.19	50.10	36	1.39	50.10	
Baltimore	48	.93¾	45.00	43	1.07	45.00	Sat. 8 Hrs.
Pittsburgh	45	1.111	50.00	45	1.177	53.00	
Los Angeles	45	1.00	45.00	45	1.02	46.00	
Buffalo	48	1.00	48.00	48	1.06¼	51.00	
San Francisco	45	1.09	49.00	45	1.09	49.00	
Milwaukee	48	.96	46.00	48	1.02	49.00	
Washington	48	1.00	48.00	43	1.186	51.00	Sat. 8 hours.
Cincinnati	48	1.02	49.00	45	1.09	49.00	
Newark	46	1.13	52.00	34	1.53	52.00	Sat. 7 hours—$9.67
New Orleans	48	.812	39.00	45	.933	42.00	
Minneapolis	42	1.08	45.36	42	1.08	45.36	
Kansas City	48	1.00	48.00	48	1.042	50.00	
Seattle	42	1.23	51.75	42	1.303	54.75	
Indianapolis	48	1.01	48.50	48	1.105	53.00	
Portland, Ore.	48	1.00	48.00	45	1.066	48.00	
Denver	48	.958	46.00	48	1.01	48.50	
Providence	42	1.166	49.00	42	1.166	49.00	
Columbus, O.	48	1.042	50.00	48	1.083	52.00	
Louisville	48	.885	42.50	48	.948	45.50	
St. Paul	48	.875	42.00	48	.875	42.00	
Akron, Ohio	48	1.02	49.00	48	1.02	49.00	
Atlanta	48	.94	45.25	48	.975	46.87	
Omaha	48	.98	47.00	48	1.042	50.00	
Birmingham	48	.917	44.00	48	.98	47.00	
Memphis, Tenn.	45	1.00	45.00	42	1.071	45.00	
Dallas, Texas	48	1.00	48.00	48	1.03	49.50	
Salt Lake City	48	.875	42.00	48	.93¾	45.00	
Little Rock	48	.844	40.50	48	.906	43.50	
Toledo, Ohio	48	1.00	48.00	48	1.042	50.00	
Average	46.52	1.01	47.21	45	1.09	48.79	

PHOTO-ENGRAVER'S WAGES

Day and Night

In twenty-four principal cities Arranged according to population

	DAY WORK			NIGHT WORK		
	Hrs. per Week	Wage per Hour	Wage per Week	Hrs. per Week	Wage per Hour	Wage per Week
New York	44	1.50	66.00	40	1.85	74.00
Chicago	44	1.307	57.50	42	1.50	63.00
Philadelphia	44	1.317	58.00	44	1.386	61.00
Cleveland	41	1.268	52.00	41	1.39	57.00
St. Louis	44	1.27	56.00	42	1.45	61.00
Boston	44	1.363	60.00	44	1.432	63.00
Baltimore	44	1.318	58.00	40	1.575	63.00
Pittsburgh	44	1.363	60.00	44	1.432	63.00
Buffalo	48	1.00	48.00			
San Francisco	45	1.20	54.00	45	1.266	57.00
Milwaukee	44	1.307	57.50	40	1.562	62.50
Washington	44	1.363	60.00	40	1.625	65.00
Newark	44	1.432	63.00	40	1.775	71.00
Cincinnati	48	1.125	54.00	48	1.187	57.00
Kansas City	44	1.295	57.00	44	1.34	59.00
Seattle	42	1.215	51.00	42	1.32	55.50
Portland, Ore.	44	1.25	55.00	44	1.365	60.00
Indianapolis	44	1.25	55.00	44	1.365	60.00
Providence	43½	1.287	56.00	43½	1.378	60.00
Columbus, O.	44	1.455	64.00	44	1.50	66.00
Salt Lake City	44	1.091	48.00	42	1.262	53.00
Dayton, O.	44	1.25	55.00	42	1.31	55.00
San Antonio	48	1.04	50.00	48	1.145	55.00
Average	44.18	1.276	56.46	42.56	1.428	61.04

PRESSMEN'S WAGES

Pressmen-in-Charge

In thirty-six principal cities Day and Night Arranged according to population.

	DAY WORK			NIGHT WORK		
	Hrs. per Week	Wage per Hour	Wage per Week	Hrs. per Week	Wage per Hour	Wage per Week
New York	45	1.455	65.50	41	1.67	68.50
Chicago	48	1.187	57.00	44	1.341	59.00
Philadelphia	48	1.00	48.00	48	1.00	48.00
Cleveland	48	1.135	54.50	42	1.297	54.50
Detroit	48	1.187	57.00	44	1.295	57.00
St. Louis	48	1.10	53.00	42	1.26	53.00
Boston	42	1.21	50.70	36	1.41	50.70
Baltimore	48	1.062	51.00	42	1.214	51.00
Pittsburgh	45	1.155	52.00	45	1.155	52.00
Los Angeles	45	1.135	51.00	42	1.214	51.00
Buffalo	48	1.098	52.50	48	1.125	54.00
San Francisco	45	1.166	52.50	45	1.166	52.50
Milwaukee	48	1.04	50.00	48	1.09	53.00
Washington	48	1.125	54.00	48	1.187	57.00
Cincinnati	48	1.073	51.56	48	1.094	52.50
Newark	45	1.344	60.50	41	1.55	63.50
New Orleans	48	.875	42.00	48	.875	42.00
Minneapolis	42	1.14	48.00	42	1.14	48.00
Kansas City	48	.98	47.00	48	1.02	49.00
Seattle	45	1.46	54.75	42	1.303	54.75
Indianapolis	48	1.073	51.50	48	1.135	54.50
Portland, Ore.	48	1.033	49.50	45	1.133	51.00
Denver	48	1.03	49.50	42*	1.18	49.50
Toledo, Ohio	48	1.062	51.00	48	1.062	51.00
Providence	45	1.133	51.00	39	1.31	51.00
Columbus, O.	48	1.115	53.50	48	1.156	55.50
Louisville,	48	1.00	48.00	43	1.116	48.00
St. Paul	48	1.00	48.00	43	1.116	48.00
Akron, Ohio						
Atlanta, Ga.	48	1.00	48.00	48	1.00	48.00
Omaha, Neb.	48	1.042	50.00	48	1.104	53.00
Birmingham	48	1.00	48.00	42	1.143	48.00
Memphis	48	1.062	51.00	48	1.09	52.50
Dallas, Texas						
Salt Lake City	48	1.00	48.00	48	1.00	48.00
Little Rock						
Average	47	1.105	51.50	44.40	1.18	52.39

*Denver—8 hours Saturday nights $1.00 extra.

Journeyman Pressman

In thirty-six principal cities. Day and Night Arranged according to population.

	DAY WORK			NIGHT WORK		
	Hrs. per Week	Wage per Hour	Wage per Week	Hrs. per Week	Wage per Hour	Wage per Week
New York	45	1.255	56.50	41	1.45	59.50
Chicago	48	1.03	49.50	44	1.17	51.50
Philadelphia	48	.875	42.00	48	.875	42.00
Cleveland	48	1.01	48.50	42	1.155	48.50
Detroit	48	1.062	51.00	44	1.16	51.00
St. Louis	48	1.00	48.00	42	1.14	48.00
Boston	42	1.064	44.70	36	1.24	44.70
Baltimore	48	.93¾	45.00	42	1.07	45.00
Pittsburgh	45	1.10	49.50	45	1.10	49.50
Los Angeles	45	1.065	48.00	42	1.14	48.00
Buffalo	48	.97	46.50	48	1.00	48.00
San Francisco	45	1.10	49.50	45	1.10	49.50
Milwaukee	48	.958	46.00	48	1.02	49.00
Washington	48	1.00	48.00	48	1.062	51.00
Newark	45	1.144	51.50	41	1.33	54.50
Cincinnati	48	1.00	48.00	48	1.02	49.00
New Orleans	48	.812	39.00	48	.812	39.00
Minneapolis	42	1.08	45.36	42	1.08	45.36
Kansas City	48	.92	44.00	48	.957	46.00
Seattle	45	1.15	51.75	42	1.232	51.75
Indianapolis	48	1.00	48.00	48	1.062	51.00
Portland, Ore.	48	.94	45.00	45	1.033	46.50
Denver	48	.93¾	45.00	42*	1.07	45.00
Toledo, Ohio	48	.93¾	45.00	48	.93¾	45.00
Providence	45	1.066	48.00	39	1.23	48.00
Columbus, O.	48	1.02	48.00	48	1.062	51.00
Louisville	48	.93¾	45.00	43	1.046	45.00
St. Paul	48	.875	42.00	43	.99	42.00
Akron, Ohio	48	.98	47.00	42	1.12	47.00
Atlanta, Ga.	48	.93¾	45.00	48	.93¾	45.00
Omaha, Neb.	48	.98	47.00	48	1.042	50.00
Birmingham	48	.905	43.50	42	1.036	43.50
Memphis	48	.97	46.50	48	1.00	48.00
Dallas, Texas	48	.93¾	45.00	48	.97	46.50
Salt Lake City	48	.817	39.00	48	.875	42.00
Little Rock	48	.81	39.00	48	.875	42.00
Average	47.05	.987	46.43	44.46	1.066	47.46

*Denver—8 hours Saturday nights $1.00 extra.

MAILER'S WAGES

In twenty-five cities Day and Night Arranged according to population.

	DAY WORK			NIGHT WORK		
	Hrs. per Week	Wage per Hour	Wage per Week	Hrs. per Week	Wage per Hour	Wage per Week
New York—Stampers	48	1.02	49.00	44	1.16	51.00
Mailers	48	.958	46.00	44	1.09	48.00
Chicago	48	.875	42.00	48	.937	45.00
Philadelphia	48	.812	39.00	42	.928	39.00
Cleveland	48	.854	41.00	42	.98	41.00
St. Louis	48	.903	43.38	42	1.033	43.38
Boston	42	.90	37.80	39½	.97	39.15
Pittsburgh, Stamp	48	.75	36.00	48	.77	37.00
Mailers	48	.687	33.00	48	.73	35.00
Los Angeles	45	.888	40.00	45	.922	41.50
San Francisco	45	.944	42.50	45	.944	42.50
Milwaukee	48	.812	39.00	48	.875	42.00
Cincinnati	48	.825	39.50	48	.875	42.00
Newark, N. J.	46	.913	42.00	42	1.05	44.00
Kansas City	48	.78	37.50	48	.802	38.50
Seattle	45	.93	42.00	42	1.00	42.00
Indianapolis	48	.81	39.00	48	.875	42.00
Portland, Ore.	48	.875	42.00	45	.937	42.00
Denver	48	.80	38.00	45	.866	39.00
Memphis, Tenn.	48	.865	41.50	45	.933	42.00
Salt Lake City	48	.78	37.50	48	.812	39.00
Toledo, Ohio	48	.792	38.00	48	.792	38.00
Des Moines	48	.76	37.00	48	.823	40.00
Topeka	48	.77	37.00	48	.833	40.00
Oklahoma City	48	.79	38.00	48	.822	39.50
Tacoma	42	.93	39.00	42	.93	39.00
Terre Haute	48	.843	40.50	48	.875	42.00
Average	47.09	.846	39.90	45.29	.907	41.20

What can Sunday circulation mean to the Tuesday advertiser?

Even to advertisers who never buy a line of Sunday space, a consideration of Sunday facts in many cities can be extremely helpful.

Certainly in Boston the Sunday situation has a very definite bearing on week-day selling problems.

Here are three newspapers carrying the bulk of Boston advertising, national and local. All three have large daily circulations. But on Sunday in the Metropolitan district one of them loses a third of its daily readers, and another loses nearly two-thirds. The remaining paper—the Globe—holds its week-day audience practically intact on Sunday.

Granting that Sunday circulation is largely *home* circulation, which of these three newspapers can justly claim to be the every day home paper of Boston?

BEAR in mind that the Globe, dominating Metropolitan Boston on Sunday, is not a two-sale newspaper on week days. Duplication is less than 5%. Hence in holding its large circulation seven days a week it is holding ***the same readers*** seven days a week.

Boston's department store merchants, who stand or fall on the degree of their success in reaching people where they live, have long recognized the Globe's home strength. They use 45% more advertising space in the Globe, daily and Sunday, than in any other Boston newspaper.

And naturally this greater volume of local advertising gives the Globe greater and greater strength with Boston women!

Editorially, the Globe's home strength has been built up by fifty years of striving for broad interest to intelligent readers of both sexes.

If the Globe has one of the best sporting pages in the country, it also has one of the most practical Household Departments (first of such departments in American journalism—established 34 years ago).

If a majority of Boston's substantial business men regard the Globe as a reliable business paper, their wives look upon it as a dependable daily shopping guide.

In this self-contained community the Globe has more reporters and publishes more local news than any other newspaper.

And the Globe is absolutely free of political or religious bias.

Advertisers who insist on demonstrations of home selling strength are using more and more space in the Globe. In four out of the five classifications which account for 63% of *all* display advertising in Boston, the Globe leads.

Our booklet will help you in determining how best to sell in the Boston market. Send for a copy.

Facts on Boston and the Globe

BOSTON'S shopping area ranks fourth in population, third in per capita income tax returns. Average family wealth is $9,000. Savings deposits average $2,000 per family.

Within 12 miles of Boston's City Hall is the territory defined as Metropolitan Boston. From this area Boston department stores draw 74% of their business.

Here in Metropolitan Boston the Globe is definitely the home newspaper, as proved by circulation and advertising.

It is the only Boston newspaper which holds all of its readers in this district seven days a week.

It leads by 45% in department store advertising. And in the four major display classifications which find their greatest market in the home, including automobile advertising, the Globe also enjoys a substantial lead.

The Boston Globe

Boston Globe—Department E-1
P. O. Box 189, Boston, Mass.
Please send me free copy of your booklet "Boston—4th Market."

Name .....

Address .....

City ..... State .....

J.C. ROYLE

A daily dispatch on business, showing the important developments of the day, reflecting conditions in the leading business centers, with important local commodity news, trends and outstanding business news from important commercial cities.

Dispatches by cable and ra o fr
the Chicago Daily News F ign S
of the world.

O.L. SCOTT

L.F. PARTON

B.G. KLINE

The news behind the big news wherever it may break.
Special background dispatches from trained writers with headquarters in New York, Chicago and San Francisco, and correspondents throughout the country.

BUSINESS SERVICE

FOR IGN
SER ICE

AILEEN LAMONT

A daily dispatch reflecting the latest fashion news in
New York – Paris
The summer resorts.
The winter resorts.
London – Vienna

SPECIAL STAFF

FASHIONS

ROBERT MACK
REG. U.S. PAT. OFF.

A daily dispatch on the day's important developments in radio.
Radio log.
Special Service

RADIO

EIGHT HOUR DAY LEASE
OF THE
CONSOLIDATED PRES.

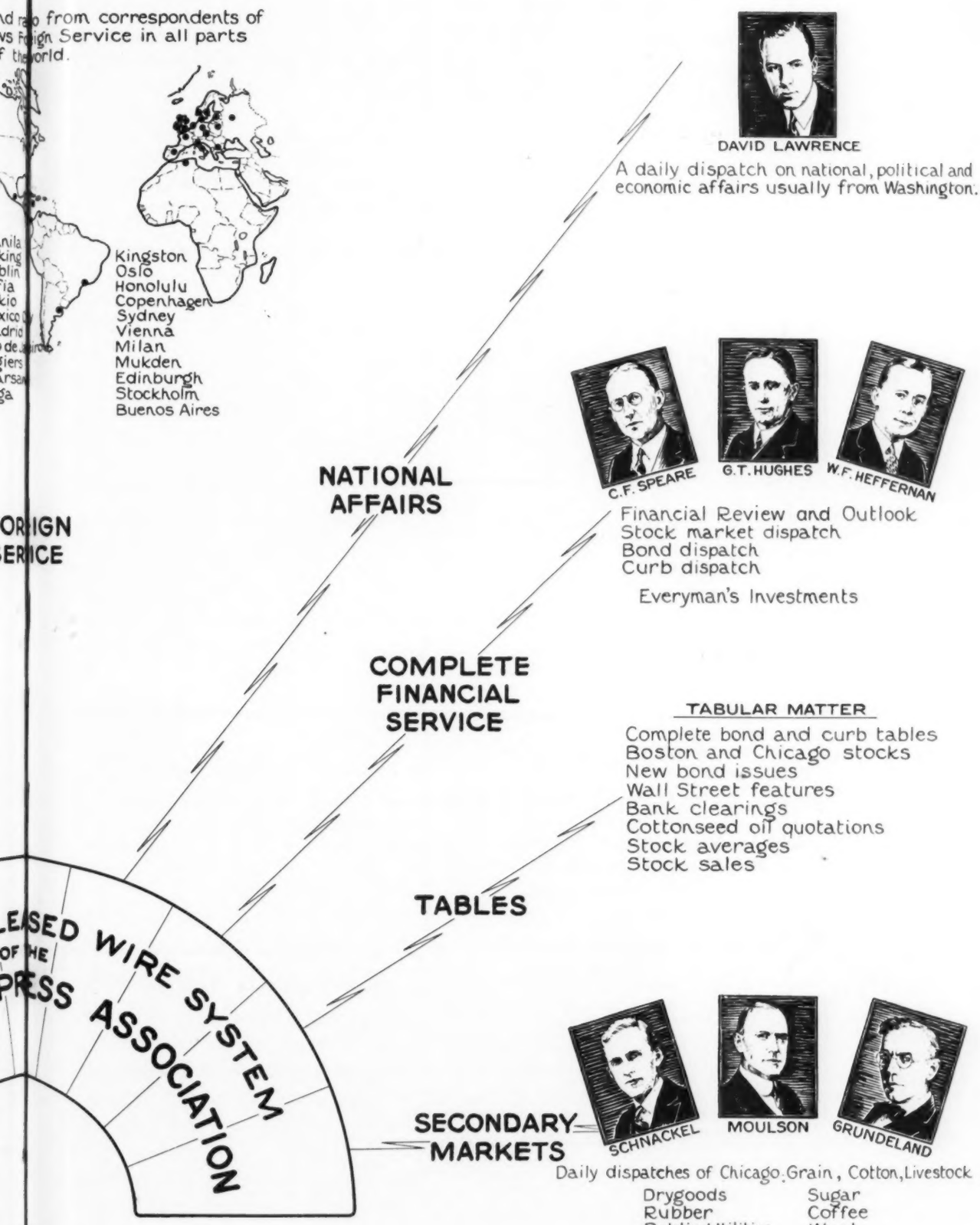
FOSTER

PERRY

ROMANO

SPORTS

Daily dispatches by Foster, Perry and Romano.
Foster's swing around the training camps.
Perry's annual coast-to-coast football tour.
Fair Play --Sports Question-box--How to Box.


d ra o from correspondents of
vs Foign Service in all parts
f the world.
Kingston
Oslo
Honolulu
Copenhagen
Sydney
Vienna
Milan
Mukden
Edinburgh
Stockholm
Buenos Aires
ORIGN
SERVICE
NATIONAL AFFAIRS
DAVID LAWRENCE
A daily dispatch on national, political and economic affairs usually from Washington.
C.F. SPEARE
G.T. HUGHES
W.F. HEFFERNAN
COMPLETE FINANCIAL SERVICE
Financial Review and Outlook
Stock market dispatch
Bond dispatch
Curb dispatch
Everyman's Investments
TABULAR MATTER
Complete bond and curb tables
Boston and Chicago stocks
New bond issues
Wall Street features
Bank clearings
Cottonseed oil quotations
Stock averages
Stock sales
TABLES
LEASED WIRE SYSTEM OF THE PRESS ASSOCIATION
SECONDARY MARKETS
SCHNACKEL
MOULSON
GRUNDELAND
Daily dispatches of Chicago Grain, Cotton, Livestock
Drygoods
Rubber
Public Utilities
Sugar
Coffee
Wool

DAILY NEWS TESTED FEATURES

Amos 'n' Andy

A great radio broadcast feature with a comic strip tie-up. In Chicago, St. Paul, Kansas City and elsewhere, Amos 'n' Andy's admirers swamp the telephone system and the mails in attesting to the popularity of this feature.

Don't waste time on experiments. Here are some of the leading tested features which have helped The Chicago Daily News to sell over 420,000 copies a day in 1928.

Mescal Ike

The Wild West in a comic strip. Recently, in one week, The Daily News received more than 5,000 letters from Chicago admirers of this irrepressible strip. Its light-hearted originality appeals to young readers —and old ones, too.

Fiction

The Daily News has always been noted for its fiction. Whether you want an Edgar Wallace mystery thriller, a serial on the order of the widely known "Daphne's in Love," a daily short story, or other high-grade fiction, the Syndicate Department can supply you.

Dr. Bundesen

America's foremost health authority, recent president of the American Public Health Association, writer of many authoritative books, supplies a daily health service done in vivid style, with direct mail answers to reader inquiries.

Bob Casey

A great humorist now has a localized feature for your news columns every day. You will find his human interest prose stories of life, headed by an apt verse from his "Vest Pocket Anthology," to be most popular.

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With the novelist Howard Vincent O'Brien as its editor, and a large staff of able critics, The Daily News Book Page makes a brilliant weekly feature. It is a strong tie-up for book advertising.

Carl Sandburg

This poet of hardy American life and biographer of Abraham Lincoln collects the lighter output of his poetic workshop twice a week into his "Leaves from Carl Sandburg's Notebook." The feature is brief, whimsical and infallibly interesting.

Day after day these features produce an actively favorable reaction on Daily News readers. They will be as successful in your paper.

Advice of Counsel

Questions of law that come into the life of every reader, handled as original and entertaining stories by a successful practicing attorney. Sound law in every state. Issued twice weekly.

Syndicate Department

THE CHICAGO DAILY NEWS

15 North Wells Street, Chicago

NET PAID CIRCULATION OF DAILY NEWSPAPERS AS ANALYZED IN A. B. C. REPORTS

NO changes of major importance in the distribution of daily and Sunday newspaper circulation in the United States and Canada are noted in comparing reports submitted by publishers to the Audit Bureau of Circulations for the six months ending Sept. 30, 1928, with the reports for the same period in 1927 and 1926. The total volume of circulation and the number of newspapers now under A. B. C. audit shows its usual annual increase, the number of daily newspaper members now totalling 1,008, the first time that the thousand mark has been passed in the 14 years of the Bureau's life. The actual number of memberships is larger, but reports for several members were either not submitted or were withheld for technical defects.

The growth in circulation audited parallels the increase in membership, and its rate runs considerably ahead of that for all newspapers of the United States, just as the increase in membership runs counter to the tendency toward diminution in daily and Sunday newspaper ranks. Numerous instances have been noted during the past year of the A. B. C. accepting into membership the newspaper resulting from the consolidation of two nonmember dailies, and while none of the few large city dailies remaining out of A. B. C. membership were admitted during 1928, the total of small-city dailies joining the Bureau was impressive.

The number of newspapers listed in the following pages, with the analysis of their circulations, include 296 morning papers, 712 evening papers, a total of 1,008 dailies, and 342 Sunday papers. Of these, those published in English in the United States number 264 morning papers, 645 evening papers, a total of 909 dailies, and 327 Sunday papers. Canadian dailies belonging to the A. B. C. include about 80 per cent of those published in the Dominion, and are divided as follows: 22 morning papers, 58 evening papers, a total of 80 dailies, and 4 Sunday issues. Foreign language newspapers published in the United States, divide their bureau membership as follows: 10 morning papers, 9 evening papers, a total of 19 dailies, and 11 Sunday issues.

The total of morning paper circulation audited by the Bureau is 14,099,975 net paid copies daily, an increase of 886,299 copies, or 6.7 per cent over the total as of Sept. 30, 1927. Evening paper circulation of all classes audited by the Bureau dropped slightly to a total of 22,352,427 copies, net paid per day, a decrease of 8,289 copies, or three-on hundredths of 1 per cent. Total daily circulation of all classes is now 36,452,400 copies, an increase of 878,008 copies, or 2.4 per cent. Sunday circulation of all classes rose to the total of 25,253,837 copies, an increase of 1,291,933 copies, or 5.4 per cent.

Circulation of 264 morning papers publishing in English in the United States is certified to the Bureau to the total of 13,155,594 copies, a gain in net paid of 775,508 copies, or 6.2 per cent. A. B. C. evening paper circulation of papers published in English in the United States is now 20,574,776 copies, a decrease of 18,330 copies, or 8-100s of 1 per cent. Total daily circulation of U. S. English language daily members of the Bureau is now 33,730,370 copies net paid per day, a gain of 757,178 copies or 2.3 per cent. Sunday paper circulation of U. S. English language members of the Bureau is now 24,212,904 copies, a gain of 1,225,722 copies, or 5.3 per cent.

Canadian A. B. C. circulation of morning papers increased to 559,179 copies, a gain of 69,162 copies, or 13.5 per cent. Evening paper circulation of Canadian daily members increased to 1,392,370 copies, or 1.5 per cent. Total daily circulation of Canadian members increased to 1,951,549 copies, a gain of 89,735 copies, or 4.8 per cent. Sunday newspaper circulations of Canadian members were increased to 344,297 copies per issue, a gain of 56,336 copies or 19 per cent. Of this unusual increase, about 75 per cent is due to the addition of a new Sunday paper, the Petit Journal of Montreal, to the three members of long standing, the Vancouver Province, Victoria Colonist, and Toronto Star.

Foreign language dailies, published in the United States show a total morning paper circulated submitted to Bureau audit of 385,200 copies, a gain of 41,627 copies, or 12.1 per cent. Evening paper circulation of foreign language dailies totals 385,281 copies, a loss of 10,531 copies, or 2.7 per cent. Sunday circulation of foreign language members increased to 696,636 copies, a gain of 9,875 copies, or 1.4 per cent.

City circulation of U. S. English language morning papers totals 7,325,062 copies, or 56.4 per cent of the total in this group. Suburban circulation of U. S. English language morning papers is 2,864,330 copies, or 21.7 per cent. "All Other," which is the term superseding "Country" in A. B. C. reports, totals 2,870,866 copies, or 21.8 per cent. The remaining one-tenth of 1 per cent is accounted for by the 67,287 copies alloted to "Bulk" sales. Last year the distribution of morning paper circulation had these proportions: City, 56.0 per cent; Suburban, 22.0 per cent; All Other, 21.5 per cent. The negligible remainder was assigned to "Bulk."

City circulation of evening papers published in English in the United States totalled 13,732,527 copies, or 66.6 per cent of the total evening circulation. Suburban circulation of these evening papers now totals 4,219,991 copies, or 20.5 per cent of the total. All Other circulation amounts to 2,465,429 copies, or 12 per cent of the total. "Bulk" accounts for the remainder. Last year, the distribution was: City, 62.7 per cent; Suburban, 18.9 per cent; All Other, 18 per cent.

In both the morning and the evening distribution, it will be noted that there is a marked tendency to increase the proportions of city and suburban circulation, reflecting the wider geographical areas now available for urban and suburban, as compared to rural distribution, than there were a few years ago. Many newspapers are increasing the area served by local city carriers and the immediate trading territory served by trucks.

In the Sunday circulation of U. S. English language dailies, this trend toward the urban concentration is not so marked, again for the obvious reason that the Sunday paper does not work against the same time handicap as do the daily editions. City circulation of the Sunday papers now totals 11,726,905 copies per issue, or 48.4 per cent of the total. Suburban circulation of Sunday papers now totals 4,847,546 copies, or 20 per cent of the total. All other circulation of Sunday papers totals 7,596,029 copies, or 31.3 per cent of the total. The remaining three-tenths of 1 per cent is "Bulk."

The summaries are printed in the boxes below, with further summary detail on the two succeeding pages. Detailed analyses for individual newspapers follow in alphabetical order by states and provinces.

Average Net Paid Circulations of All A. B. C. Newspapers as of October 1, 1928

Distribution	296 Morning	712 Evening	1,008 Total M. & E.	342 Sunday
City Circulation..	7,795,848	14,873,106	22,668,954	12,365,659
Suburban	3,001,936	4,455,149	7,457,085	4,957,809
All Other	3,205,227	2,864,627	6,069,854	7,887,538
Bulk	68,913	56,007	124,920	42,831
Total Net Paid*..	**14,099,973**	**22,352,427**	**36,452,400**	**25,253,837**

Circulations of All U. S. English-Language A. B. C. Daily Newspapers

Distribution	264 Morning	645 Evening	909 Total M. & E.	327 Sunday
City Circulation..	7,325,062	13,732,527	21,057,589	11,726,905
Suburban	2,864,330	4,219,991	7,084,321	4,847,546
All Other	2,870,866	2,465,429	5,336,295	7,596,029
Bulk	67,287	53,291	120,578	42,424
Total Net Paid*..	**13,155,594**	**20,574,776**	**33,730,370**	**24,212,904**

Circulations of All Canadian A. B. C. Daily Newspapers

Distribution	22 Morning	58 Evening	80 Total M. & E.	4 Sunday
City Circulation..	233,045	875,475	1,108,520	212,874
Suburban	102,011	203,730	305,741	45,890
All Other	222,651	310,626	533,277	85,126
Bulk	1,472	2,539	4,011	407
Total Net Paid..	**559,179**	**1,392,370**	**1,951,549**	**344,297**

Circulations of Foreign Language A. B. C. Dailies

Distribution	10 Morning	9 Evening	19 Total M. & E.	11 Sunday
City Circulation..	237,741	265,104	502,845	425,880
Suburban	35,595	31,428	67,023	64,373
All Other	111,710	88,572	200,282	206,383
Bulk	154	177	331	.....
Total Net Paid..	**385,200**	**385,281**	**770,481**	**696,636**

*The Total Net Paid for "All A. B. C. Newspapers" and for "All U. S. English-Language A. B. C. Daily Newspapers" includes the circulations of the *Boston Christian Science Monitor* and the *Dubuque* (Ia.) *Daily American Tribune*. These publications which are distributed nationally, do not segregate their circulation figures according to regular newspaper classifications. The same applies to "Circulations of Foreign Language A. B. C. Dailies," which includes the nationally-distributed circulation of La Prensa, San Antonio, Tex. The "Total Net Paid" in these sections is therefore not the arithmetical sum of the items which appear above it.

Average Net Paid Circulations of All A. B. C. Newspapers as of October 1, 1927

Distribution	289 Morning	695 Evening	984 Total M. & E.	337 Sunday
City Circulation..	7,358,831	14,073,599	21,432,430	11,809,872
Suburban	2,852,064	4,133,465	6,985,529	4,710,804
Country	2,949,593	4,102,784	7,052,377	7,428,351
Bulk	53,188	50,868	104,056	40,982
Total Net Paid*..	**13,213,676**	**22,360,716**	**35,574,392**	**24,057,851**

Circulations of All U. S. English-Language A. B. C. Daily Newspapers

Distribution	260 Morning	624 Evening	884 Total M. & E.	324 Sunday
City Circulation..	6,937,741	12,922,452	19,860,193	11,212,906
Suburban	2,725,642	3,899,989	6,625,631	4,606,329
Country	2,664,542	3,723,549	6,388,091	7,127,131
Bulk	52,161	47,116	99,277	40,816
Total Net Paid*..	**12,380,086**	**20,593,106**	**32,973,192**	**22,987,182**

Circulations of All Canadian A. B. C. Daily Newspapers

Distribution	22 Morning	61 Evening	83 Total M & E.	3 Sunday
City Circulation..	197,756	881,940	1,079,696	172,490
Suburban	97,506	200,380	297,886	41,946
Country	193,825	286,294	480,119	73,359
Bulk	930	3,183	4,113	166
Total Net Paid..	**490,017**	**1,371,797**	**1,861,814**	**287,961**

Circulations of Foreign Language A. B. C. Dailies

Distribution	7 Morning	10 Evening	17 Total M. & E.	11 Sunday
City Circulation..	223,334	269,207	492,541	424,476
Suburban	28,916	33,096	62,012	62,529
Country	91,226	92,941	184,167	199,756
Bulk	97	569	666	.....
Total Net Paid..	**343,573**	**395,813**	**739,386**	**686,761**

*The Total Net Paid for "All A. B. C. Newspapers" and for "All U. S. English-Language A. B. C. Daily Newspapers" includes the circulations of the *Boston Christian Science Monitor* and the *Dubuque* (Ia.) *Daily American Tribune*. These publications, which are distributed nationally, do not segregate their circulation figures according to the regular newspaper classifications. The "Total Net Paid" in these sections is therefore not the arithmetical sum of the items which appear above it.

Average Net Paid Circulations of All A. B. C. Newspapers as of October 1, 1926

Distribution	294 Morning	671 Evening	965 Total M.& E.	336 Sunday
City Circulation..	7,297,678	13,608,814	20,906,492	11,557,356
Suburban	2,814,837	3,783,326	6,598,163	4,407,597
Country	2,983,379	2,641,629	5,625,008	7,455,420
Bulk	49,479	50,707	100,186	32,997
Total Net Paid*..	**13,162,387**	**20,137,008**	**33,299,395**	**23,453,370**

Circulations of All U. S. English-Language A. B. C. Daily Newspapers

Distribution	264 Morning	602 Evening	866 Total M. & E.	321 Sunday
City Circulation..	6,877,070	12,468,362	19,345,441	10,976,287
Suburban	2,699,382	3,552,394	6,251,776	4,305,311
Country	2,674,998	2,249,322	4,924,320	7,179,352
Bulk	45,975	47,195	93,170	32,763
Total Net Paid*..	**12,314,448**	**18,369,805**	**30,684,253**	**22,493,713**

Circulations of Canadian A. B. C. Dailies

Distribution	22 Morning	58 Evening	80 Total M. & E.	3 Sunday
City Circulation..	186,441	844,951	1,031,392	165,909
Suburban	91,553	186,366	277,019	39,744
Country	186,649	262,961	449,610	68,296
Bulk	3,382	3,396	6,778	234
Total Net Paid..	**468,425**	**1,297,674**	**1,766,099**	**274,183**

Circulations of Foreign Language A. B. C. Dailies

Distribution	8 Morning	11 Evening	19 Total M. & E.	12 Sunday
City Circulation..	188,594	295,501	484,095	415,160
Suburban	23,336	44,566	67,902	62,542
Country	77,979	129,346	207,325	207,772
Bulk	106	116	222	.....
Total Net Paid..	**290,015**	**469,529**	**759,544**	**685,474**

*The Total Net Paid for "All A. B. C. Newspapers" and for "All U. S. English-Language A. B. C. Daily Newspapers" includes the circulations of the *Boston Christian Science Monitor, New York Commercial,* and the *Dubuque* (Ia) *Daily American Tribune.* These publications, which are distributed nationally, do not segregate their circulation figures acording to the regular newspaper classifications. The "Total Net Paid" is therefore not the arithmetical sum of the items which appear above it.

TOTAL U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.

State	Number of Papers	Total City	Total Suburban	Total Local City and Suburban	All Other	Total Net Paid	Bulk Sale	Net Paid Inc. Bulk
Alabama—								
Morning	3	39,676	21,507	61,183	24,325	85,508	50	85,558
Evening	6	117,855	42,458	160,313	33,658	193,971	165	194,136
Total	9	157,531	63,965	221,496	57,983	279,479	215	279,694
Sunday	4	95,769	40,445	136,214	53,609	189,823	106	189,929
Arizona—								
Morning	2	16,621	13,260	29,881	4,185	34,066	124	34,190
Evening	2	11,510	6,026	17,536	1,776	19,312	192	19,504
Total	4	28,131	19,286	47,417	5,961	53,378	316	53,694
Sunday	3	20,538	15,340	35,878	5,414	41,292	513	41,805
Arkansas—								
Morning	4	23,453	8,336	31,789	35,172	66,961	451	67,412
Evening	4	25,330	6,166	31,496	20,906	52,402	59	52,461
Total	8	48,783	14,502	63,285	56,078	119,363	510	119,873
Sunday	5	45,160	14,209	59,369	65,176	124,545	514	125,059
California—								
Morning	19	504,650	227,084	731,734	147,036	878,770	3,519	882,289
Evening	40	844,248	226,268	1,070,516	107,638	1,178,154	4,622	1,182,776
Total	59	1,348,898	453,352	1,802,250	254,674	2,056,924	8,141	2,065,065
Sunday	21	748,033	372,583	1,120,616	350,783	1,471,399	2,958	1,474,357
Colorado—								
Morning	4	37,274	7,407	44,681	14,376	59,057	858	59,915
Evening	6	125,479	15,952	141,431	96,781	238,212	1,215	239,427
Total	10	162,753	23,359	186,112	111,157	297,269	2,073	299,342
Sunday	6	156,373	27,632	184,005	238,658	422,663	854	423,517
Connecticut—								
Morning	4	40,428	24,725	65,153	10,343	75,496	104	75,600
Evening	14	159,071	44,532	203,603	8,092	211,695	115	211,810
Total	18	199,499	69,257	268,756	18,435	287,191	219	287,410
Sunday	4	66,178	39,456	105,634	45,300	150,934	31	150,965
Delaware—								
Morning	1	7,630	1,468	9,098	1,335	10,433	1	10,434
Evening	2	25,273	10,424	35,697	6,193	41,890	30	41,920
Total	3	32,903	11,892	44,795	7,528	52,323	31	52,354
Sunday	1	10,511	1,797	12,308	472	12,780	5	12,785
District of Columbia—								
Morning	3	104,214	8,138	112,352	12,474	152,875	5,227	158,102
Evening	3	199,022	31,059	230,081	10,753	240,834	423	241,257
Total	6	303,236	39,197	342,433	23,227	393,709	5,650	399,359
Sunday	3	197,555	41,536	239,091	81,516	320,607	481	321,088
Florida—								
Morning	8	92,876	37,238	130,114	28,109	158,223	871	159,094
Evening	10	91,615	23,298	114,913	11,763	126,676	286	126,962
Total	18	184,491	60,536	245,027	39,872	284,899	1,157	286,056
Sunday	12	130,305	50,771	181,076	42,424	223,500	1,531	225,031
Georgia—								
Morning	5	76,829	47,853	124,682	32,327	157,009	856	157,865
Evening	9	130,030	58,371	188,401	37,562	225,963	316	226,279
Total	14	206,859	106,224	313,083	69,889	382,972	1,172	384,144
Sunday	12	186,831	103,903	290,734	226,415	517,149	751	517,900
Hawaii—								
Morning	1	7,549	2,717	10,266	199	10,465	24	10,489
Evening	1	13,973	4,284	18,257	139	18,396	41	18,437
Total	2	21,522	7,001	28,523	338	28,861	65	28,926
Sunday	1	11,619	3,929	15,548	387	15,935	...	15,935
Idaho—								
Morning	2	6,315	9,162	15,477	4,063	19,540	344	19,884
Evening	1	3,796	4,503	8,299	1,448	9,747	85	9,832
Total	3	10,111	13,665	23,776	5,511	29,287	429	29,716
Sunday	3	11,090	13,444	24,534	5,810	30,344	529	30,873
Illinois—								
Morning	7	792,999	221,225	1,014,224	289,029	1,303,253	2,767	1,306,020
Evening	47	1,167,335	281,727	1,449,062	117,666	1,566,728	2,694	1,569,422
Total	54	1,960,334	502,952	2,463,286	406,695	2,869,981	5,461	2,875,442
Sunday	16	1,075,543	354,243	1,429,786	1,043,799	2,473,585	998	2,474,583
Indiana—								
Morning	15	127,763	133,049	260,812	44,631	305,443	1,054	306,497
Evening	29	345,841	142,794	488,635	46,819	535,454	932	536,386
Total	44	473,604	275,843	749,447	91,450	840,897	1,986	842,883
Sunday	15	224,118	137,070	361,188	49,459	410,647	499	411,146
Iowa—								
Morning	4	39,078	83,473	122,551	53,168	175,719	428	176,147
Evening	22	189,021	214,721	403,742	63,791	467,533	479	468,012
Total	26	228,099	298,194	526,293	116,959	643,252	907	644,159
Sunday	8	107,108	146,708	253,816	89,346	343,162	392	343,554
Kansas—								
Morning	5	59,837	45,971	105,808	33,258	139,066	127	139,193
Evening	14	84,120	56,568	140,688	30,737	171,425	263	171,688
Total	19	143,957	102,539	246,496	63,995	310,491	390	310,881
Sunday	6	82,116	67,611	149,727	52,376	202,103	175	202,278
Kentucky—								
Morning	5	58,607	38,925	97,532	41,135	138,667	500	139,167
Evening	6	86,831	30,810	117,641	14,227	131,868	249	132,117
Total	11	145,438	69,735	215,173	55,362	270,535	749	271,284
Sunday	8	108,822	53,742	162,564	62,106	224,670	549	225,219
Louisiana—								
Morning	3	107,675	13,376	121,051	50,046	171,097	321	171,418
Evening	5	116,914	10,840	127,754	26,757	154,511	263	154,774
Total	8	224,589	24,216	248,805	76,803	325,608	584	326,192
Sunday	4	199,226	16,698	215,924	140,743	356,667	483	357,150
Maine—								
Morning	3	21,353	26,890	48,243	17,953	66,196	295	66,491
Evening	2	21,317	10,565	31,882	5,402	37,284	88	37,372
Total	5	42,670	37,455	80,125	23,355	103,480	383	103,863
Sunday	1	14,715	11,325	26,040	13,367	39,407	27	39,434
Maryland—								
Morning	3	114,106	16,294	130,400	31,619	162,019	300	162,319
Evening	5	332,416	29,172	361,588	30,620	392,208	521	392,729
Total	8	446,522	45,466	491,988	62,239	554,227	821	555,048
Sunday	3	257,922	30,118	288,040	70,965	359,005	13	359,018
Massachusetts—								
Monday	8	470,884	132,955	603,839	291,192	895,031	6,089	901,120
Evening	27	711,241	174,842	886,083	106,538	1,096,159	16,076	1,112,235
Total	35	1,182,125	307,797	1,489,922	397,730	1,991,190	22,165	2,013,355
Sunday	6	578,912	244,794	823,706	559,119	1,382,825	1,453	1,384,278
Michigan—								
Morning	3	172,773	38,739	211,512	61,931	273,443	2,547	275,990
Evening	23	740,188	225,829	966,017	82,424	1,048,441	658	1,049,099
Total	26	912,961	264,568	1,177,529	144,355	1,321,884	3,205	1,325,089
Sunday	11	660,883	208,811	869,694	299,621	1,169,315	822	1,170,137
Minnesota—								
Morning	3	111,814	25,714	137,528	47,985	185,513	712	186,225
Evening	14	300,836	55,833	356,669	163,893	520,562	5,208	525,770
Total	17	412,650	81,547	494,197	211,878	706,075	5,920	711,995
Sunday	5	264,243	38,060	302,303	253,914	556,217	869	557,089
Mississippi—								
Morning	1	3,983	5,063	9,046	2,748	11,794	467	12,261
Evening	4	21,853	17,554	39,407	7,606	47,013	137	47,150
Total	5	25,836	22,617	48,453	10,354	58,807	604	59,411
Sunday	3	16,990	20,706	37,696	8,601	46,297	524	46,821
Missouri—								
Morning	7	375,662	97,483	473,145	230,156	703,301	3,489	706,790
Evening	15	623,292	108,357	731,649	208,005	939,654	1,961	941,615
Total	22	998,954	205,840	1,204,794	438,161	1,642,955	5,450	1,648,405
Sunday	10	609,275	155,111	764,386	409,890	1,174,276	3,096	1,177,372
Montana—								
Morning	7	32,469	14,947	47,416	20,373	67,789	183	67,972
Evening	5	17,659	2,571	20,230	2,685	22,915	58	22,973
Total	12	50,128	17,518	67,646	23,058	90,704	241	90,945
Sunday	6	46,993	18,078	65,071	28,358	93,429	158	93,587
Nebraska—								
Morning	3	24,918	28,482	53,400	106,423	159,823	95	159,918
Evening	8	124,493	47,334	171,827	28,454	200,281	662	200,943
Total	11	149,411	75,816	225,227	134,877	360,104	757	360,861
Sunday	4	120,774	50,722	11,496	132,102	303,598	106	303,703
Nevada—								
Morning	1	1,933	842	2,775	2,173	4,948	67	5,015
Evening	1	3,323	1,004	4,327	2,399	6,726	25	6,751
Total	2	5,256	1,846	7,102	4,572	11,674	92	11,766
Sunday	1	2,165	895	3,060	2,212	5,272	41	5,313
New Hampshire								
Morning	1	1,600	4,261	5,861	9,228	15,089	77	15,166
Evening	2	18,846	1,913	20,759	812	21,571	12	21,583
Total	3	20,446	6,174	26,620	10,040	36,660	89	36,749
Sunday	0	.....	.....	.....	.....	.....	....	.....
New Jersey—								
Morning	5	65,121	26,571	91,692	2,419	94,111	1,079	95,190
Evening	19	472,807	93,164	565,971	32,111	598,082	1,424	599,506
Total	24	537,928	119,735	657,663	34,530	692,193	2,503	694,696
Sunday	5	119,870	21,724	141,594	12,721	154,315	278	154,593
New Mexico—								
Morning	1	6,038	3,362	9,400	3,892	13,292	130	13,422
Evening	2	12,707	3,962	16,669	5,255	21,924	101	22,025
Total	3	18,745	7,324	26,069	9,147	35,216	231	35,447
Sunday	1	6,586	3,453	10,039	4,001	14,040	41	14,081
New York—								
Morning	19	2,236,848	601,641	2,838,489	449,000	3,287,489	17,838	3,305,327
Evening	57	2,471,020	523,723	2,994,743	230,417	3,225,160	1,609	3,226,769
Total	76	4,707,868	1,125,364	5,833,232	679,417	6,512,649	19,447	6,532,096
Sunday	18	2,758,950	1,080,430	3,839,380	1,454,863	5,294,243	11,138	5,305,381
North Carolina—								
Morning	7	56,567	72,572	129,139	46,646	175,785	1,360	177,145
Evening	10	85,503	92,702	178,205	50,950	229,155	1,380	230,535
Total	17	142,070	165,274	307,344	97,596	404,940	2,740	407,680
Sunday	7	57,072	36,612	93,684	4,726	98,410	495	98,905
North Dakota—								
Morning	2	3,681	11,262	14,943	10,046	24,989	11	25,000
Evening	4	11,875	8,986	20,861	7,243	28,104	21	28,125
Total	6	15,556	20,248	35,804	17,289	53,093	32	53,125
Sunday	2	10,138	12,589	22,727	11,336	34,063	23	34,086
Ohio—								
Morning	10	221,409	89,211	310,620	84,811	396,431	1,633	398,064
Evening	56	1,193,357	403,889	1,597,246	199,269	1,796,515	2,743	1,799,258
Total	66	1,414,766	493,100	1,907,866	284,080	2,192,946	4,376	2,197,322
Sunday	19	601,337	212,416	813,753	202,232	1,015,985	1,720	1,017,705

TOTALS OF ALL U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.—Continued

State	Number of Papers	Total City	Total Suburban	Total Local City and Suburban	All Other	Total Net Paid	Bulk Sale	Net Paid Inc. Bulk
Oklahoma—								
Morning	7	68,678	62,484	131,162	55,178	186,340	463	186,803
Evening	10	103,552	84,414	187,966	33,862	221,828	213	222,041
Total	17	172,230	146,898	319,128	89,040	408,168	676	408,844
Sunday	11	112,606	88,672	201,278	79,660	280,938	844	281,782
Oregon—								
Morning	4	53,640	22,472	76,112	42,703	118,815	428	119,243
Evening	10	106,430	36,836	143,266	42,507	185,773	813	186,586
Total	14	160,070	59,308	219,378	85,210	304,588	1,241	305,829
Sunday	5	137,528	52,879	190,407	117,197	307,604	485	308,089
Pennsylvania—								
Morning	20	531,356	251,224	782,580	182,343	964,923	3,691	968,614
Evening	37	1,181,008	505,593	1,686,601	170,711	1,857,312	3,100	1,860,412
Total	57	1,712,364	756,817	2,469,181	353,054	2,822,235	6,791	2,829,026
Sunday	9	712,421	439,640	1,152,061	560,778	1,712,839	490	1,713,329
Rhode Island—								
Morning	1	25,801	13,900	39,701	4,340	44,041	9	44,050
Evening	6	124,808	40,646	165,454	7,885	173,339	242	173,581
Total	7	150,609	54,546	205,155	12,225	217,380	251	217,631
Sunday	3	54,978	30,225	85,203	7,245	92,448	46	92,494
South Carolina—								
Morning	4	24,662	30,740	55,402	15,692	71,094	29	71,123
Evening	5	33,012	15,722	48,734	3,789	52,523	82	52,605
Total	9	57,674	46,462	104,136	19,481	123,617	111	123,728
Sunday	5	41,326	34,230	75,556	20,000	95,556	35	95,591
South Dakota—								
Morning	1	1,227	5,409	6,636	1,208	7,844	2	7,846
Evening	6	18,653	35,181	53,834	13,216	67,050	134	67,184
Total	7	19,880	40,590	60,470	14,424	74,894	136	75,030
Sunday	1	3,140	6,503	9,643	1,682	11,325	4	11,329
Tennessee—								
Morning	5	107,095	71,515	178,610	57,190	235,800	1,386	237,186
Evening	9	190,563	104,229	294,792	44,850	339,642	182	339,824
Total	14	297,658	175,744	473,402	102,040	575,442	1,568	577,010
Sunday	8	182,464	111,961	294,425	86,098	380,523	1,366	381,889
Texas—								
Morning	14	160,778	81,212	241,990	118,366	360,356	2,797	363,153
Evening	20	329,468	71,000	400,468	161,229	561,697	627	562,324
Total	34	490,246	152,212	642,458	279,595	922,053	3,424	925,477
Sunday	17	317,182	119,647	436,829	310,543	747,372	2,936	750,308
Utah—								
Morning	1	18,074	6,254	24,328	20,634	44,962	64	45,026
Evening	3	32,702	12,630	45,332	24,570	69,902	68	69,970
Total	4	50,776	18,884	69,660	45,204	114,864	132	114,996
Sunday	3	48,482	16,629	65,111	39,994	105,105	140	105,245
Vermont—								
Morning	2	7,285	17,246	24,521	3,798	28,329	15	28,344
Evening	2	5,914	5,143	11,057	1,086	12,143	11	12,154
Total	4	13,199	22,389	35,588	4,884	40,472	26	40,498
Sunday	..	.....	.....	.....	.....	.....	....	.....
Virginia—								
Morning	8	75,968	37,989	113,957	42,656	156,613	1,284	157,897
Evening	11	124,276	29,380	153,656	20,843	174,499	126	174,625
Total	19	200,244	67,369	267,613	63,499	331,112	1,410	332,522
Sunday	8	90,902	42,672	133,574	43,793	177,367	1,100	178,467
Washington—								
Morning	5	88,793	48,691	137,484	41,239	178,723	1,955	180,678
Evening	18	229,347	90,045	319,392	57,135	376,527	826	377,353
Total	23	318,140	138,736	456,876	98,374	555,250	2,781	558,031
Sunday	7	183,900	76,835	260,735	127,164	387,899	1,596	389,495
West Virginia—								
Morning	9	44,015	45,936	89,951	21,581	111,532	329	111,861
Evening	8	48,400	21,928	70,328	6,942	77,270	313	77,583
Total	17	92,415	67,864	160,279	28,523	188,802	642	189,444
Sunday	18	63,027	59,492	122,519	21,690	144,209	15	144,224
Wisconsin—								
Morning	3	51,445	27,763	79,208	18,350	97,558	837	98,395
Evennig	22	294,976	152,402	447,378	72,374	519,752	1,377	521,129
Total	25	346,421	180,165	526,586	90,724	617,310	2,214	619,524
Sunday	6	168,752	118,942	287,694	155,609	443,303	1,190	444,493
Wyoming—								
Morning	1	1,612	292	1,904	782	2,686	....	2,686
Evening	3	9,421	2,641	12,062	3,641	15,703	64	15,767
Total	4	11,033	2,933	13,966	4,423	18,389	64	18,453
Sunday	2	6,477	2,258	8,735	2,755	11,490	4	11,494

FOREIGN LANGUAGE NEWSPAPERS

California—								
Morning	1	4,470	1,078	5,548	5,521	11,069	....	11,069
Sunday	1	5,221	1,219	6,440	5,700	12,140	....	12,140
Illinois—								
Morning	1	18,137	743	18,880	20,503	39,383	....	39,383
Evening	2	63,767	8,804	72,571	12,596	85,167	94	85,261
Total	3	81,904	9,547	91,451	33,099	124,550	94	124,644
Sunday	2	47,323	4,589	51,912	26,604	78,516	....	78,516
Michigan—								
Morning	..	.....	.....	.....	.....	.....	....	.....
Evening	1	19,484	726	21,210	570	20,780	....	20,780
Total	1	19,484	726	21,210	570	20,780	....	20,780
Sunday	..	.....	.....	.....	.....	.....	....	.....
New Hampshire—								
Morning	..	.....	.....	.....	.....	.....	....	.....
Evening	1	2,799	396	3,195	485	3,680	3	3,683
Total	1	2,799	396	3,195	485	3,680	3	3,683
Sunday	..	.....	.....	.....	.....	.....	....	.....
New York—								
Morning	7	212,016	33,393	245,409	85,594	331,003	154	331,157
Evening	4	176,380	21,147	197,527	74,429	271,956	....	271,956
Total	11	388,396	54,540	442,936	160,023	602,959	154	603,113
Sunday	8	378,557	59,784	438,341	179,779	618,120	....	618,120
Pennsylvania—								
Morning	1	3,118	381	3,499	92	3,591	....	3,591
Evening	..	.....	.....	.....	.....	.....	....	.....
Total	1	3,118	381	3,499	92	3,591	....	3,591
Sunday	..	.....	.....	.....	.....	.....	....	.....
Rhode Island—								
Morning	..	.....	.....	.....	.....	.....	....	.....
Evening	1	2,674	355	3,029	492	3,521	80	3,601
Total	1	2,674	355	3,029	492	3,521	80	3,601
Sunday	..	.....	.....	.....	.....	.....	....	.....

A. B. C. FOREIGN LANGUAGE SUMMARY—U. S.

Morning	10	237,741	35,595	273,336	111,710	385,046	154	385,200
Evening	9	265,104	31,428	296,532	88,572	385,104	177	385,281
Total	19	502,845	67,023	569,868	200,282	770,150	331	770,481
Sunday	11	425,880	64,373	490,253	206,383	696,636	....	696,636

DOMINION OF CANADA

State	Number of Papers	Total City	Total Suburban	Total Local City and Suburban	All Other	Total Net Paid	Bulk Sale	Net Paid Inc. Bulk
Alberta—								
Morning	1	6,470	6,193	12,663	1,502	14,165	248	14,413
Evening	5	44,340	32,935	77,275	2,909	80,184	17	80,201
Total	6	50,810	39,128	89,938	4,411	94,349	265	94,614
Sunday	..	.....	.....	.....	.....	.....	....	.....
British Columbia—								
Morning	3	19,318	8,248	27,566	7,864	35,430	308	35,738
Evening	3	92,773	18,635	111,408	47,574	158,982	338	159,320
Total	6	112,091	26,883	138,974	55,438	194,412	646	195,058
Sunday	2	61,541	12,004	73,545	29,588	103,133	195	103,328
Manitoba—								
Morning	1	8,889	234	9,123	15,303	24,426	78	24,504
Evening	2	54,686	4,133	58,819	25,649	84,468	397	84,865
Total	3	63,575	4,367	67,942	40,952	108,894	475	109,369
Sunday	..	.....	.....	.....	.....	.....	....	.....
New Brunswick—								
Morning	1	3,865	.....	3,865	14,440	18,305	27	18,332
Evening	1	12,561	.....	12,561	1,556	14,117	12	14,129
Total	2	16,426	.....	16,426	15,996	32,422	39	32,461
Sunday	..	.....	.....	.....	.....	.....	....	.....
Nova Scotia—								
Morning	2	7,132	1,298	8,430	31,184	39,614	142	39,756
Evening	2	18,328	1,232	19,560	16,945	36,505	34	36,539
Total	4	25,460	2,530	27,990	48,129	76,119	176	76,295
Sunday	..	.....	.....	.....	.....	.....	....	.....
Ontario—								
Morning	6	105,185	65,323	170,508	102,757	273,265	590	273,855
Evening	29	423,190	105,478	528,668	66,191	594,859	406	595,265
Total	35	528,375	170,801	699,176	168,948	868,124	996	869,120
Sunday	1	116,813	33,317	150,130	47,722	197,852	212	198,064
Prince Edward Island—								
Morning	1	1,112	3,401	4,513	588	5,101	9	5,110
Evening	1	1,685	1,899	3,584	203	3,787	134	3,921
Total	2	2,797	5,300	8,097	791	8,888	143	9,031
Sunday	..	.....	.....	.....	.....	.....	....	.....
Quebec—								
Morning	4	74,332	5,802	80,134	37,928	118,062	17	118,079
Evening	11	208,550	25,138	233,688	146,803	380,491	924	381,415
Total	15	282,882	30,940	313,822	184,731	498,553	941	499,494
Sunday	1	34,520	569	35,089	7,816	42,905	....	42,905
Saskatchewan—								
Morning	3	6,742	11,512	18,254	11,085	29,339	53	29,392
Evening	4	19,362	14,280	33,642	2,796	36,438	277	36,715
Total	7	26,104	25,792	51,896	13,881	65,777	330	66,107
Sunday	..	.....	.....	.....	.....	.....	....	.....

TOTALS OF ALL A. B. C. DAILIES

Morning	264	7,352,062	2,864,330	10,189,392	2,870,866	13,088,307	67,287	13,155,594
Evening	645	13,732,527	4,219,991	17,952,518	2,465,429	20,521,485	53,291	20,574,776
Total	909	21,057,589	7,084,321	28,141,910	5,336,295	33,609,792	120,578	33,730,370
Sunday	327	11,726,905	4,847,546	16,574,451	7,596,029	24,170,480	42,424	24,212,904

TOTAL U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.

Morning	296	7,795,848	3,001,936	10,797,784	3,205,227	14,031,060	68,913	14,099,973
Evening	712	14,873,106	4,455,149	19,328,255	2,864,627	22,296,420	56,007	22,352,427
Total	1,008	22,668,954	7,457,085	30,126,039	6,069,854	36,327,480	124,920	36,452,400
Sunday	342	12,365,659	4,957,809	17,323,468	7,887,538	25,211,006	42,831	25,253,837

TOTALS OF CANADIAN DAILIES IN A. B. C.

Morning	22	233,045	102,011	335,056	222,651	557,707	1,472	559,179
Evening	58	875,475	203,730	1,079,205	310,626	1,389,831	2,539	1,392,370
Total	80	1,108,520	305,741	1,414,261	533,277	1,947,538	4,011	1,951,549
Sunday	4	212,874	45,890	258,764	85,126	343,890	407	344,297

EXPLANATION OF KEY LETTERS

Following is the explanation of the key letters used to designate time of publication of newspapers in the tables which follow:

(m)—Morning, except Sunday.

(n)—Morning, except Sunday and Monday.

(e)—Evening, except Sunday.

(x)—Evening, except Saturday and Sunday.

(y)—Saturday only.

(s)—Sunday only.

(a)—Morning and evening, except Sunday.

(w)—Wednesday only.

Roman type indicates morning newspapers.

Italic type indicates evening newspapers.

**Denotes statement for three months ending Sept. 30, 1927.

A. B. C. Reports Classified by States and Cities Follow Pages 156-186 Inclusive

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

ALABAMA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Birmingham	Age-Herald	(m)	18,713	4,718	23,431	12,957	36,388	41	36,429
	News	(e)	48,785	13,181	61,966	17,636	79,602	83	79,685
	Total Daily	(me)	67,498	17,899	85,397	30,593	115,990	124	116,114
	Sunday ed.	(s)	63,671	19,772	83,443	37,458	120,901	78	120,979
	Post	(e)	40,226	17,270	57,496	9,483	66,979	...	66,979
Gadsden	Times	(e)	3,146	3,345	6,491	188	6,679	...	6,679
Huntsville	Times	(x)	2,981	865	3,846	183	4,029	20	4,049
	Sunday ed.	(s)	2,746	880	3,626	186	3,812	20	3,832
Mobile	News-Item	(e)	12,707	1,954	14,661	153	14,814	...	14,814
	Register	(m)	12,585	7,786	20,371	4,597	24,968	...	24,968
	Sunday ed.	(s)	19,501	10,059	29,560	8,445	38,005	...	38,005
Montgomery	Advertiser	(m)	8,378	9,003	17,381	6,771	24,152	9	24,161
	Sunday ed.	(s)	9,851	9,734	19,585	7,520	27,105	8	27,113
	Journal	(e)	10,010	5,843	15,853	6,015	21,868	62	21,930

ARIZONA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Phoenix	Gazette	(e)	8,002	4,988	12,990	1,042	14,032	34	14,066
	Republican	(m)	11,994	12,091	24,085	3,475	27,560	112	27,672
	Sunday ed.	(s)	12,707	13,137	25,844	3,919	29,763	157	29,920
Tucson	Citizen	(e)	3,508	1,038	4,546	734	5,280	158	5,438
	Sunday ed.	(s)	3,166	1,025	4,191	770	4,961	331	5,292
	Star	(m)	4,627	1,169	5,796	710	6,506	12	6,518
	Sunday ed.	(s)	4,665	1,178	5,843	725	6,568	25	6,593

ARKANSAS

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
El Dorado	News	(n)	3,581	2,725	6,306	472	6,778	173	6,951
	Sunday ed.	(s)	4,011	3,206	7,217	516	7,733	130	7,863
	Times	(e)	1,753	503	2,256	25	2,281	...	2,281
Fort Smith	S.W. American	(m)	3,045	4,521	7,566	6,243	13,809	11	13,820
	Times-Record	(e)	4,563	4,737	9,300	301	9,601	...	9,601
	Total Daily	(me)	7,608	9,258	16,866	6,544	23,410	11	23,421
	Sunday ed.	(s)	7,537	9,863	17,400	8,023	25,423	14	25,437
Little Rock	Democrat	(x)	14,148	....	14,148	19,542	33,690	3	33,693
	Saturday ed.	(y)	13,709	....	13,709	13,847	27,556	9	27,565
	Sunday ed.	(s)	13,153	....	13,153	23,898	37,051	184	37,235
	Gazette	(m)	13,763	....	13,763	28,154	41,917	256	42,173
	Sunday ed.	(s)	16,853	....	16,853	32,426	49,279	186	49,465
Pine Bluff	Commercial	(e)	4,866	926	5,792	1,038	6,830	56	6,886
	Graphic	(m)	3,064	1,090	4,154	303	4,457	11	4,468
	Sunday ed.	(s)	3,606	1,140	4,746	313	5,059	...	5,059

CALIFORNIA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Alhambra	Post-Advocate	(e)	5,297	3,841	9,138	96	9,234	...	9,234
Anaheim	Bulletin	(e)	1,630	2,259	3,889	114	4,003	179	4,182
Bakersfield	Californian	(e)	5,892	4,340	10,232	697	10,929	35	10,964
Chico	Enterprise**	(e)	1,626	791	2,417	205	2,622	13	2,635
	Record**	(m)	1,227	607	1,834	157	1,991	37	2,028
	Sunday ed.	(s)	1,236	605	1,841	157	1,998	5	2,003
Eureka	Humboldt Standard**	(e)	2,914	2,179	5,093	435	5,528	22	5,550
	Humboldt Times**	(m)	2,274	2,602	4,876	1,044	5,920	16	5,936
	Sunday ed.	(s)	2,514	2,681	5,195	1,077	6,272	20	6,292
Fresno	Bee	(e)	8,715	7,828	16,543	8,278	24,821	27	24,848
	Sunday ed.	(s)	7,780	7,869	15,649	8,487	24,136	107	24,243
	Republican	(m)	10,530	9,120	19,650	8,272	27,922	338	28,260
	Sunday ed.	(s)	10,550	9,183	19,733	8,379	28,112	153	28,265
Glendale	News-Press	(e)	12,311	1,582	13,893	337	14,230	199	14,429
Grass Valley	Union	(n)	722	547	1,269	153	1,422	7	1,429
	Sunday ed.	(s)	717	547	1,264	153	1,417	7	1,424
Hollywood	Citizen	(e)	11,211	....	11,211	2,199	13,410	42	13,452
	News	(e)	4,995	....	4,995	3,164	8,159	34	8,193
Long Beach	Press-Telegram	(e)	33,960	6,846	40,806	1,138	41,944	388	42,332
	Sunday ed.	(s)	32,151	6,872	39,023	1,249	40,272	406	40,678
	Sun	(m)	13,031	1,864	14,895	290	15,185	321	15,506
	Sunday ed.	(s)	12,760	1,920	14,680	294	14,974	186	15,160
Los Angeles	Examiner	(m)	123,296	45,488	168,784	32,382	201,166	...	201,166
	Sunday ed.	(s)	241,171	90,820	331,991	94,404	426,395	...	426,395
	Express	(e)	77,853	49,508	127,361	10,965	138,326	1,112	139,438
	Herald	(e)	183,645	25,295	208,940	8,605	217,545	...	217,545
	News	(m)	83,668	14,370	98,038	2,502	100,540	232	100,772
	Record	(e)	44,120	6,893	51,013	1,302	52,315	...	52,315
	Times	(m)	91,757	40,898	132,655	20,093	152,748	65	152,813
	Sunday ed.	(s)	133,160	57,850	191,010	35,848	226,858	87	226,945
Marysville	Appeal-Democrat**	(e)	2,102	2,476	4,578	501	5,079	1	5,080
Modesto	News-Herald**	(m)	196	1,954	2,150	169	2,319	9	2,328
	News-Herald**	(e)	3,245	4,236	7,481	223	7,704	49	7,753
	Total Daily	(me)	3,441	6,190	9,631	392	10,023	58	10,081
	Sunday ed.	(e)	202	1,964	2,166	168	2,334	13	2,347
Monrovia	News**	(e)	1,931	....	1,931	69	2,000	72	2,072
Oakland	Post-Enquirer	(e)	46,956	8,324	55,280	5,550	60,830	85	60,915
	Tribune	(e)	58,960	12,146	71,106	12,129	83,235	93	83,328
	Sunday ed.	(s)	56,008	11,431	67,439	12,614	80,053	4	80,057
Oroville	Mercury-Register**	(e)	1,102	750	1,852	348	2,200	1	2,201
Pasadena	Post	(e)	8,232	....	8,232	2,141	10,373	32	10,405
	Star-News	(e)	16,217	....	16,217	956	17,173	38	17,211
Pomona	Progress-Bulletin**	(e)	5,351	1,123	6,474	206	6,680	...	6,680
Redondo Beach	Breeze	(e)	1,688	988	2,676	45	2,721	12	2,733
Riverside	Press**	(e)	5,298	931	6,229	498	6,727	3	6,730
Sacramento	Bee**	(e)	22,983	11,866	34,849	14,426	49,275	19	49,294
	Union**	(m)	8,985	3,824	12,809	1,931	14,740	1,285	16,025
	Sunday ed.	(s)	9,443	3,943	13,386	1,906	15,292	774	16,066
San Bernardino	Sun**	(m)	5,468	3,771	9,239	644	9,883	4	9,887
	Sunday ed.	(s)	5,632	3,801	9,433	646	10,079	...	10,079
	Telegram**	(e)	3,275	349	3,624	78	3,702	4	3,706
San Diego	Sun	(e)	16,390	1,421	17,811	2,090	19,901	1	19,902
	Union	(m)	22,839	2,269	25,108	2,583	27,691	592	28,283
	Tribune	(e)	21,375	1,884	23,259	2,594	25,853	49	25,902
	Total Daily	(me)	44,214	4,153	48,367	5,177	53,544	641	54,185
	Sunday ed.	(s)	28,944	2,944	31,888	3,272	35,160	739	35,899
San Francisco	Bulletin	(e)	44,946	20,680	65,626	14,223	79,849	1,054	80,903
	Call & Post	(e)	77,096	25,552	102,648	9,303	111,951	233	112,184
	Chronicle	(m)	35,952	35,479	71,431	26,893	98,324	204	98,528
	Sunday ed.	(s)	53,606	52,827	106,433	55,605	162,038	138	162,176
	Examiner	(m)	86,256	55,487	141,743	47,129	188,872	260	189,132
	Sunday ed.	(s)	133,008	108,368	241,376	123,563	364,939	150	365,089
	News	(e)	71,779	10,046	81,825	1,993	83,818	138	83,956
San Jose	Mercury-Herald	(m)	11,045	6,734	17,779	1,011	18,790	3	18,793
	Sunday ed.	(s)	11,481	6,873	18,354	1,160	19,514	28	19,542
	News	(e)	6,853	1,933	8,786	326	9,112	230	9,342
San Pedro	News-Pilot	(e)	7,129	1,113	8,242	155	8,397	67	8,464
Santa Ana	Register**	(e)	6,362	4,258	10,620	293	10,913	37	10,950
Santa Barbara	News**	(e)	5,772	637	6,409	720	7,129	1	7,130
	Press**	(m)	3,969	356	4,325	1,388	5,713	30	5,743
	Sunday ed.	(s)	4,215	368	4,583	1,400	5,983	4	5,987
Santa Cruz	News	(e)	1,855	626	2,481	95	2,576	4	2,580
	Sentinel	(n)	1,740	661	2,401	159	2,560	21	2,581
	Sunday ed.	(s)	1,738	664	2,402	167	2,569	11	2,580
Santa Monica	Outlook	(e)	7,684	2,413	10,097	192	10,289	151	10,440
Venice	Vanguard	(e)	2,575	....	2,575	70	2,645	17	2,662
Ventura	County Star**	(e)	2,211	593	2,804	655	3,459	168	3,627
Watsonville	Register	(n)	1,163	609	1,772	105	1,877	95	1,972
	Sunday ed.	(s)	1,178	609	1,787	105	1,892	126	2,018
Woodland	Democrat**	(e)	712	561	1,273	224	1,497	12	1,509
	Mail**	(n)	532	444	976	131	1,107	...	1,107
	Sunday ed.	(s)	539	444	983	129	1,112	...	1,112

COLORADO

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Colorado Springs	Gazette	(m)	4,702	618	5,320	280	5,600	2	5,602
	Telegraph	(e)	7,125	267	7,392	217	7,609	...	7,609
	Total Daily	(me)	11,827	885	12,712	497	13,209	2	13,211
	Sunday ed.	(s)	10,620	876	11,496	739	12,235	...	12,235
Denver	Post	(e)	73,730	8,640	82,370	81,399	163,769	114	163,883
	Sunday ed.	(s)	80,582	13,484	94,066	187,080	281,146	14	281,160
	Rocky Mt. News	(m)	26,090	2,391	28,481	12,451	40,932	685	41,617
	News	(e)	32,028	2,748	34,776	13,221	47,997	996	48,993
	Total Daily	(me)	58,118	5,139	63,257	25,672	88,929	1,681	90,610
	Sunday ed.	(s)	47,887	6,373	54,260	46,974	101,234	564	101,798
Grand Jct.	Sentinel	(x)	2,031	2,065	4,096	394	4,490	95	4,585
	Sunday ed.	(s)	2,053	2,098	4,151	394	4,545	99	4,644
Greeley	Tribune-Republican	(m)	....	2,170	2,170	142	2,312	...	2,312
	Tribune-Republican	(e)	2,273	318	2,591	500	3,091	...	3,091
	Total Daily	(me)	2,273	2,488	4,761	642	5,403	...	5,403
Pueblo	Chieftain	(m)	6,482	2,228	8,710	1,503	10,213	171	10,384
	Sunday ed.	(s)	6,963	2,653	9,616	2,199	11,815	170	11,985
	Star-Journal	(e)	8,292	1,914	10,206	1,050	11,256	10	11,266
	Sunday ed.	(s)	8,268	2,148	10,416	1,272	11,688	7	11,695

CONNECTICUT

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Ansonia	Sentinel	(e)	7,043	....	7,043	197	7,240	...	7,240
Bridgeport	Herald	(s)	13,181	6,118	19,299	30,987	50,286	...	50,286
	Telegram	(m)	12,797	2,075	14,872	761	15,633	5	15,638
	Post	(e)	27,903	2,231	30,134	518	30,652	26	30,678
	Total Daily	(me)	40,700	4,306	45,006	1,279	46,285	31	46,316
	Sunday ed.	(s)	21,408	1,825	23,233	459	23,692	5	23,697
	Times-Star	(e)	17,551	1,356	18,907	486	19,393	40	19,433
Danbury	News	(r)	5,065	1,862	6,927	146	7,073	1	7,074
	Wed. ed	(w)	5,119	2,425	7,544	649	8,193	...	8,193
Hartford	Courant**	(m)	13,816	17,027	30,843	8,013	38,856	11	38,867
	Sunday ed.	(s)	19,147	27,399	46,546	12,936	59,482	25	59,507
	Times**	(e)	35,185	17,760	52,945	3,769	56,714	15	56,729
Manchester	Herald	(e)	4,262	156	4,418	137	4,555	...	4,555
Meriden	Journal	(e)	6,659	1,369	8,028	193	8,221	2	8,223
	Record	(m)	5,705	2,365	8,070	538	8,608	6	8,614
Middletown	Press**	(e)	4,570	3,639	8,209	339	8,548	8	8,559
New Britain	Herald**	(e)	10,809	2,855	13,664	395	14,059	...	14,059
New Haven	Journal-Courier (m) Times-Union (e)								
New London	Day**	(e)	7,258	5,368	12,626	602	13,228	...	13,228
Norwalk	Hour	(e)	5,933	890	6,823	116	6,939	12	6,951
Stamford	Advocate	(e)	8,156	2,981	11,137	396	11,533	7	11,540

(Continued on page 158)

WIN a rich localized Southern Market with The HUNTSVILLE Daily TIMES

Member of A. B. C.—A. P.

OF INTEREST:

1. Population 100% American; 95% English reading.
2. Nearest large cities 118 to 212 miles distant.
3. Huntsville is trade center of fertile farm district.
4. Ample retail distribution.
5. Bank resources over $17,000,000.

Approximately 68 industries nourish the wants and buying power of Huntsville's industrial area population of nearly 35,000. A desirable sales link in any Southern sales campaign.

The TIMES
HUNTSVILLE, ALABAMA
Nationally Represented by
FROST, LANDIS & KOHN
CHICAGO NEW YORK ATLANTA
DETROIT ST. LOUIS

1929

New Mill and Equipment Improved Product Expert Service Enlarged

These constitute Wood Flong Corporation's program for 1929.

The new plant of the Corporation at Hoosick Falls, New York, is now in full operation. With entirely new machinery and equipment the capacity of the old Stillwater mill has been nearly doubled and a better and more consistently uniform dry mat is being produced.

The service furnished to the mechanical departments of newspapers by the experts of the Corporation will be continued and enlarged by additions to its force. Our experts competently cover the engraving, composing, stereotyping and press departments. By coordinating their respective operations and correcting the errors that are bound to creep in, more rapid and better printed newspapers are assured.

This gratuitous service has been of great benefit to and is much appreciated by hundreds of daily newspapers. It is yours for the asking—whether or not using WOOD DRY MATS. If having any mechanical troubles don't hesitate to call on us.

WOOD FLONG CORPORATION

STILLWATER, NEW YORK

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 156)

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Waterbury	*Democrat*	(e)	9,644	1,278	10,922	378	11,300	2	11,302
	Republican	(m)	8,110	3,258	11,368	1,031	12,399	82	12,481
	American	(e)	9,033	2,787	11,820	420	12,240	2	12,242
	Total Daily	(me)	17,143	6,045	23,188	1,451	24,639	84	24,723
	Sunday ed.	(s)	12,442	4,114	16,556	918	17,474	1	17,475
DELAWARE									
Wilmington	*Every Evening*	(e)	8,529	4,960	13,489	4,042	17,531	22	17,553
	Journal	(e)	16,744	5,464	22,208	2,151	24,359	8	24,367
	News	(m)	7,630	1,468	9,098	1,336	10,433	1	10,434
	Star	(s)	10,511	1,797	12,308	472	12,780	5	12,785
DISTRICT OF COLUMBIA									
Washington	Herald	(m)	45,581	2,888	48,469	3,392	51,861	...	51,861
	Sunday ed.	(s)	61,656	11,922	73,578	60,579	134,157	...	134,157
	News	(e)	48,677	4,343	53,020	1,860	54,880	55	54,935
	Post	(m)	58,633	5,250	63,883	9,082	72,965	235	73,200
	Sunday ed.	(s)	58,183	8,135	66,318	14,860	81,178	149	81,327
	Star	(e)	79,204	15,776	94,980	4,211	99,191	368	99,559
	Sunday ed.	(s)	77,716	21,479	99,195	6,077	105,272	332	105,604
	Times	(e)	71,141	10,940	82,081	4,682	88,763	...	86,763
	U. S. Daily	(m)	National Distribution				28,049	4,992	33,041
FLORIDA									
Clearwater	*Sun & Herald***	(x)	1,439	....	1,439	695	2,134	...	2,134
	Sunday ed.	(s)	1,590	....	1,590	700	2,290	526	2,816
Jacksonville	*Journal*	(e)	20,371	6,113	26,484	4,468	30,952	7	30,959
	Times-Union	(m)	26,644	12,884	39,528	9,697	49,225	335	49,560
	Sunday ed.	(s)	28,899	16,053	44,952	15,207	60,159	354	60,513
Lakeland	*Ledger & Star-Telegram*	(e)	4,288	1,997	6,285	325	6,610	3	6,613
	Sunday ed.	(s)	4,315	2,368	6,683	352	7,035	3	7,038
Miami	Herald	(m)	22,340	3,770	27,110	6,684	33,794	127	33,921
	Sunday ed.	(s)	23,102	3,992	27,094	7,651	34,745	108	34,853
	News	(e)	21,990	3,296	25,286	3,975	29,261	66	29,327
	Sunday ed.	(s)	17,442	3,228	20,670	4,291	24,961	127	25,088
Orlando	*Reporter-Star***	(e)	4,904	1,127	6,031	225	6,256	41	6,297
	Sunday ed.	(s)	4,711	1,131	5,842	225	6,067	40	6,107
	Sentinel**	(m)	4,295	1,783	6,078	372	6,450	2	6,452
	Sunday ed.	(s)	4,262	1,821	6,083	407	6,490	...	6,490
Pensacola	Journal	(m)	4,496	1,919	6,415	1,790	8,205	168	8,373
	News	(e)	5,683	1,099	6,782	500	7,282	23	7,305
	Total Daily	(me)	10,179	3,018	13,197	2,290	15,487	191	15,678
	Sunday ed.	(s)	6,053	2,601	8,654	2,080	10,734	160	10,894
St. Petersburg	*Independent*	(e)	7,121	442	7,653	504	8,067	22	8,089
	Times	(m)	8,076	359	8,435	1,052	9,487	110	9,597
	Sunday ed.	(s)	9,387	444	9,831	2,031	11,862	111	11,973
Sanford	*Herald*	(e)	1,814	303	2,117	152	2,269	20	2,289
Sarasota	Herald**	(m)	834	251	1,085	142	1,227	57	1,284
	Sunday ed.	(s)	859	257	1,116	147	1,263	13	1,276
Tampa	*Times*	(e)	19,765	7,490	27,255	732	27,987	101	28,088
	Tribune	(m)	19,540	14,002	33,542	7,723	41,265	71	41,336
	Sunday ed.	(s)	23,893	16,481	40,374	8,616	48,990	89	49,079
West P. B.	P. B. Post	(m)	5,651	2,270	7,921	649	8,570	1	8,571
	Sunday ed.	(s)	5,792	2,395	8,187	717	8,904	...	8,904
	P. B. Times	(e)	4,240	1,431	5,671	187	5,858	3	5,861

(Continued on page 159)

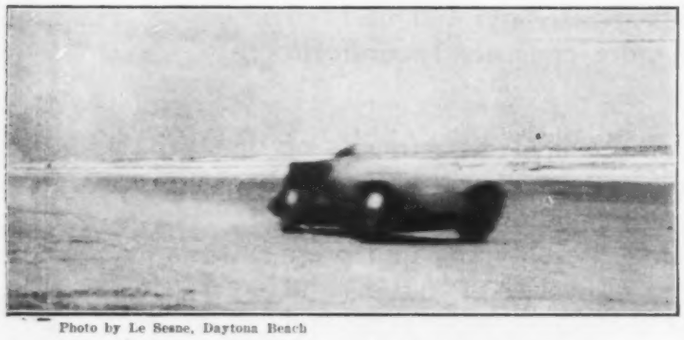

Photo by Le Sesne, Daytona Beach

MOST MAGNIFICENT OF ALL BEACHES, where daring racers yearly break motor speed records.

Back of the beach, HOTELS, COTTAGES, APARTMENTS, the playground of thousands of tourists, winter and summer.

Back of the "resort," THE BROAD HALIFAX, lined with estates and beautiful homes.

Back of the river, THE SHOPPING DISTRICT OF THE MOST SUBSTANTIAL YEAR AROUND CITY IN FLORIDA,

DAYTONA BEACH

Center of the famous Halifax country

The News-Journal, with the largest circulation of any newspaper between Jacksonville and Palm Beach, goes into 98% of the homes in this territory. You can't cover Florida without including The News-Journal.

DAYTONA BEACH NEWS-JOURNAL

FROST, LANDIS, & KOHN, *Advertising Representatives*

CHICAGO NEW YORK ATLANTA ST. LOUIS

THE PEORIA MARKET IS PROSPEROUS

The Important Question *the* MARKET?

THE two hundred million dollar Peoria market points to increased prosperity throughout 1929. New industries, increased payrolls, prosperity through the Corn Belt are a few of the major reasons why you should be represented in this rich area. With the announcement that the Federal Barge Line will be extended to Peoria soon and the completion of the Lakes to Gulf Waterway in sight, Peoria's industrial growth has already received added impetus. A wire rope factory, the Western Combine Harvester Plant and the National Airways, Inc., Airplane Factory are among the new industries now being located here. The new Soy Bean Market, the Peoria Market being the largest in the world, means one million dollars or more to Illinois Farmers.

1st In Advertising Again in 1928

	Lines		Lines
1927 J-T.	11,288,726	1928 J-T.	11,618,136
1928 J-T.	11,618,136	1928 2nd Paper	11,235,095

J-T Lead Over 2nd Paper 383,041
J-T Gain Over 1927 329,410

37% Circulation Increase

in eight years

	Daily	Sunday
1920	29,077	18,305
1922	32,714	21,600
1924	35,148	24,247
1926	37,033	27,175
1928	39,863	30,627

From A. B. C. Publishers' Statement (Net Paid)

In The Peoria Market You Can Reach **4 OUT OF 5** *Homes Thru The Journal-Transcript*

CAN YOU BE SATISFIED WITH LESS?

Peoria Journal-Transcript

Peoria, Illinois

Chas. H. Eddy Co.
National Representatives

1st In Peoria -IN NEWS, CIRCULATION, ADVERTISING

Chicago
New York
Boston

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 158)

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
GEORGIA									
Albany	*Herald*	(e)	2,660	3,188	5,848	285	6,133	...	6,133
Athens	*Banner-Herald*	(x)	2,390	704	3,094	173	3,267	33	3,300
	Sunday ed.	(s)	2,371	703	3,074	173	3,247	12	3,259
Atlanta	Constitution	(m)	42,730	26,925	69,655	14,382	84,037	333	84,370
	Sunday ed.	(s)	42,441	27,759	70,200	53,188	123,388	69	123,457
	Georgian	(e)	40,565	15,812	56,377	13,239	69,616	...	69,616
	Sunday ed.	(s)	32,123	17,010	49,133	82,783	131,916	...	131,916
	Journal	(e)	40,897	21,949	62,846	16,318	79,164	177	79,341
	Sunday ed.	(s)	44,636	25,467	70,103	65,077	135,180	...	135,180
Augusta	Chronicle	(m)	5,987	6,050	12,037	687	12,724	157	12,881
	Sunday ed.	(s)	6,439	5,567	12,006	706	12,712	128	12,840
	Herald	(e)	7,732	5,337	13,069	1,565	14,634	17	14,631
	Sunday ed.	(s)	8,235	5,377	13,612	1,578	15,190	7	15,197
Columbus	Enquirer-Sun	(m)	4,079	1,741	5,820	539	6,359	366	6,725
	Sunday ed.	(s)	4,081	1,742	5,823	578	6,401	393	6,794
	Ledger	(x)	10,316	2,136	12,452	251	12,703	45	12,748
	Sunday ed.	(s)	10,330	2,320	12,650	327	12,977	119	13,096
Macon	*News*	(e)	8,306	3,603	11,909	4,990	16,899	4	16,903
	Sunday ed.	(s)	8,083	3,667	11,750	4,970	16,720	...	16,720
	Telegraph	(m)	10,693	5,460	16,153	13,974	30,127	...	30,127
	Sunday ed.	(s)	10,861	5,529	16,390	14,150	30,540	...	30,540
Rome	*News-Tribune*	(x)	3,018	1,656	4,674	334	5,008	9	5,017
	Sunday ed.	(s)	3,103	1,668	4,771	341	5,112	23	5,135
Savannah	News	(m)	13,340	7,677	21,017	2,745	23,762	...	23,762
	Sunday ed.	(s)	14,128	7,094	21,222	2,544	23,766	...	23,766
	Press	(e)	14,146	3,986	18,132	407	18,539	31	18,570
TERRITORY OF HAWAII									
Honolulu	Advertiser	(m)	7,549	2,717	10,266	199	10,465	24	10,489
	Sunday ed.	(s)	11,619	3,929	15,548	387	15,935	...	15,935
	Star-Bulletin	(e)	13,973	4,284	18,257	139	18,396	41	18,437
IDAHO									
Boise	*Capital-News*	(x)	3,796	4,503	8,299	1,448	9,747	85	9,832
	Sunday ed.	(s)	4,231	4,754	8,985	1,466	10,451	193	10,644
	Statesman	(m)	5,077	6,474	11,551	3,867	15,418	195	15,613
	Sunday ed.	(s)	5,566	5,893	11,459	4,147	15,606	201	15,807
Twin Falls	News	(m)	1,238	2,688	3,926	196	4,122	149	4,271
	Sunday ed.	(s)	1,293	2,797	4,090	197	4,287	135	4,422
ILLINOIS									
Alton	*Telegraph*	(e)	7,511	3,287	10,798	208	11,006	2	11,008
Aurora	*Beacon-News*	(e)	12,368	7,007	19,375	557	19,932	66	19,998
Belleville	*Advocate*	(e)	4,113	2,777	6,890	281	7,171	3	7,174
Bloomington	*Pantagraph*	(x)	8,838	11,514	20,352	2,415	22,767	108	22,875
	Saturday ed.	(y)	8,300	11,509	19,809	2,421	22,230	104	22,334
	Sunday ed.	(s)	8,523	5,208	13,731	1,267	14,998	13	15,011
Cairo	*Citizen***	(e)	2,801	1,896	4,697	264	4,961	86	5,047
Canton	*Ledger*	(e)	2,269	2,874	5,143	562	5,705	18	5,723
Centralia	*Sentinel*	(e)	3,865	2,323	6,188	254	6,442	...	6,442

(Continued on page 160)

SOUTHWESTERN

IDAHO

is blanketed by one newspaper and that is the

Idaho Statesman

The pioneer quality newspaper published every morning at Boise, the State Capital. It has told the Idaho story to Idaho folks for over sixty years.

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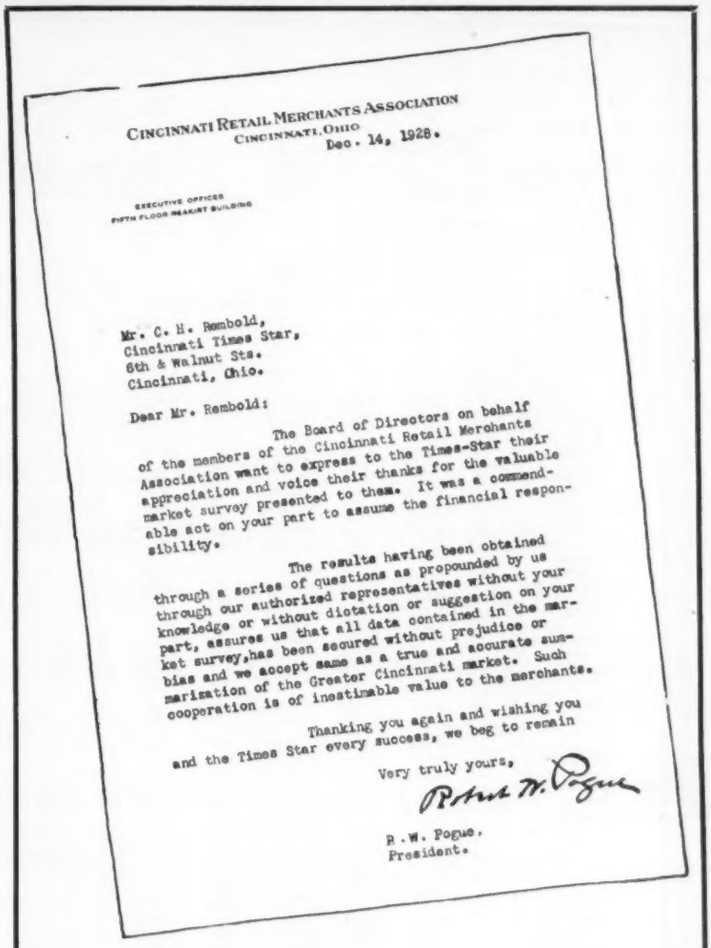
Idaho Daily Statesman

ESTABLISHED 1864

Published seven days every week and Delivered for the breakfast table by salaried carriers over entire city and suburban territory



CINCINNATI RETAIL MERCHANTS ASSOCIATION
CINCINNATI, OHIO
Dec. 14, 1928.

EXECUTIVE OFFICES
FIFTH FLOOR MEARKIT BUILDING

Mr. C. H. Rembold,
Cincinnati Times Star,
6th & Walnut Sts.
Cincinnati, Ohio.

Dear Mr. Rembold:

The Board of Directors on behalf of the members of the Cincinnati Retail Merchants Association want to express to the Times-Star their appreciation and voice their thanks for the valuable market survey presented to them. It was a commendable act on your part to assume the financial responsibility.

The results having been obtained through a series of questions as propounded by us through our authorized representatives without your knowledge or without dictation or suggestion on your part, assures us that all data contained in the market survey, has been secured without prejudice or bias and we accept same as a true and accurate summarization of the Greater Cincinnati market. Such cooperation is of inestimable value to the merchants.

Thanking you again and wishing you and the Times Star every success, we beg to remain

Very truly yours,

R. W. Pogue,
President.

A Knight Study Builds Linage from the Merchants' Point of View

The letter reproduced here states clearly the manner in which our study of Cincinnati and trade area was accepted by the merchants.

While the Cincinnati Times-Star financed this study, the facts disclosed were unbiased, accurate, complete and of utmost importance and value to the Retail Merchants Association.

If you, as a publisher, are interested not only in increased linage but also in aiding merchants in more turnovers of stock—so that linage increases can be maintained—may we explain how we have been helping build linage on such newspapers as the Hartford, Conn., Times, Cincinnati, Ohio, Times-Star, San Antonio Express and Evening News, Chicago American, Alton, Illinois, Telegraph, etc.

The details are yours for the asking, and, of course, without obligation.

CERTIFIED MARKET STUDIES

Emerson B. Knight, Inc.

Indianapolis, Indiana
225 N. New Jersey Street

Truthful—Unbiased—Market Research

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 159)

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
ILLINOIS—Continued									
Champaign	*News-Gazette***	(e)	7,439	6,248	13,687	325	14,012	1	14,012
	Sunday ed.	(s)	7,359	6,284	13,643	328	13,971	...	13,971
Chicago	*American*	(e)	437,891	50,548	488,439	50,076	538,515	282	538,797
	Herald & Examiner	(m)	288,704	37,034	325,738	96,997	422,735	888	423,623
	Sunday ed.	(s)	380,787	78,924	459,711	617,878	1,077,589	...	1,077,589
	Journal	(e)	58,703	2,979	61,682	8,645	70,327	55	70,382
	News	(e)	362,133	29,603	391,736	21,370	413,106	81	413,187
	Post	(e)	33,703	3,157	36,860	1,549	38,409	373	38,782
	Tribune	(m)	476,620	148,504	625,124	182,765	807,889	1,276	809,165
	Sunday ed.	(s)	554,691	155,180	709,871	395,404	1,105,275	565	1,105,840
Clinton	Journal & Public	(m)	1,008	633	1,641	143	1,784	2	1,786
	Sunday ed.	(s)	1,009	632	1,641	143	1,784	2	1,786
Danville	*Commercial-News*	(x)	10,338	14,880	25,218	2,208	27,426	...	27,426
	Saturday ed.	(y)	10,231	7,738	17,969	1,392	19,361	...	19,361
	Sunday ed.	(s)	10,223	14,869	25,092	2,232	27,324	...	27,324
Decatur	Herald	(m)	9,054	8,822	17,876	6,585	24,461	...	24,461
	Herald	(e)	1,814	1,129	2,943	128	3,071	...	3,071
	Total Daily	(me)	10,869	9,951	20,819	6,713	27,532	...	27,532
	Sunday ed.	(s)	10,53[illegible]	10,006	20,539	6,666	27,205	...	27,205
	Review	(e)	12,433	9,030	21,463	5,084	26,547	2	26,549
	Sunday ed.	(s)	11,584	8,838	20,422	4,847	25,269	...	25,269
Dixon	*Telegraph*	(e)	2,615	2,322	4,937	179	5,116	31	5,147
East St. Louis	*Journal*	(e)	11,300	398	11,698	338	12,036	7	12,043
	Sunday ed.	(s)	10,761	547	11,308	345	11,653	7	11,660
Elgin	*Courier-News*	(e)	9,820	5,875	15,695	648	16,379	5	16,384
Evanston	*News-Index*	(e)	5,729	679	6,408	208	6,616	9	6,625
Freeport	*Journal-Standard*	(e)	5,601	3,922	9,523	357	9,880	25	9,905
Galesburg	*Register-Mail*	(e)	7,229	10,562	17,791	1,307	19,098	60	19,158
Jacksonville	*Courier***	(e)	1,595	518	2,113	44	2,157	...	2,157
	Journal**	(m)	1,362	1,244	2,606	398	3,004	3	3,007
	Sunday ed.	(s)	1,418	1,242	2,660	400	3,060	...	3,060
Joliet	*Herald-News*	(e)	15,019	5,257	20,276	499	20,775	1	20,776
	Sunday ed.	(s)	14,758	5,272	20,030	499	20,529	...	20,529
Kankakee	*News*	(e)	2,706	1,802	4,508	182	4,690	65	4,755
	Republican	(e)	4,258	3,778	8,036	411	8,447	80	8,527
Kewanee	*Star-Courier*	(e)							
La Salle	*Post-Tribune*	(e)	3,698	3,690	7,388	378	7,766	...	7,766
Lincoln	*Courier*	(e)	2,521	1,534	4,055	329	4,384	5	4,389
Mattoon	*Journal-Gazette*	(e)	3,602	1,947	5,549	414	5,963	196	6,159
Moline	*Dispatch***	(e)	9,771	2,849	12,620	742	13,362	75	13,437
Monmouth	*Review-Atlas*	(e)	2,258	2,576	4,834	525	5,359	4	5,363
Mt. Vernon	*Register-News*	(e)	2,740	3,076	5,816	434	6,250	1	6,251
Murphysboro	*Independent*	(e)	1,897	1,447	3,344	361	3,705	116	3,821
Ottawa	*Republican-Times*	(e)	3,841	3,374	7,215	445	7,660	6	7,666
Peoria	*Journal*	(e)	14,446	9,851	24,297	4,105	28,402	485	28,887
	Transcript	(m)	4,810	4,860	9,670	708	10,378	598	10,976
	Total Daily	(me)	19,256	14,711	33,967	4,813	38,780	1,083	39,863
	Sunday ed.	(s)	16,395	9,385	25,780	4,453	30,233	394	30,627
	Star	(e)	14,908	10,754	25,662	5,703	31,365	19	31,384
	Sunday ed.	(s)	14,525	7,683	22,208	5,448	27,656	17	27,673
Pontiac	*Leader*	(e)	1,634	1,510	3,144	326	3,470	8	3,478
Quincy	*Herald-Whig*	(x)	9,456	19,262	28,718	785	29,503	3	29,506
	Saturday ed.	(y)	9,300	6,152	15,452	586	16,038	...	16,038
	Sunday ed.	(s)	9,444	19,392	28,836	789	29,625	...	29,625
Rockford	*Register-Gazette*	(e)	12,197	5,807	18,004	576	18,980	99	19,079
	Star	(m)							
	Sunday ed.	(s)							
	Republic	(e)	12,146	1,072	13,218	179	13,397	21	13,418
Rock Island	*Argus***	(e)	7,846	4,019	11,865	526	12,391	1	12,392
Springfield	State Journal	(m)	11,441	20,128	31,569	1,433	33,002	..	33,002
	Sunday ed.	(s)	10,992	16,601	27,593	1,307	28,900	..	28,900
	State Register	(e)	14,656	15,088	29,744	1,760	31,504	4	31,508
	Sunday ed.	(s)	12,541	14,180	26,721	1,793	28,514	..	28,514
Sterling	*Gazette*	(e)	3,461	2,855	6,316	216	6,532	33	6,565
Streator	*Times-Press***	(e)	3,611	3,011	6,622	585	7,207	51	7,258
Taylorville	*Breeze***	(e)	895	947	1,842	142	1,984	93	2,077
	*Courier***	(e)	1,226	618	1,844	118	1,962	..	1,962
Waukegan	*News*	(e)	3,937	1,093	5,030	181	5,211	44	5,255
	Sun	(e)	4,497	982	5,479	301	5,780	70	5,850
INDIANA									
Anderson	*Bulletin*	(e)	8,702	2,936	11,638	274	11,912	..	11,912
	Herald	(m)	4,506	6,094	10,600	231	10,831	5	10,836
	Sunday ed.	(s)	6,096	6,152	12,248	233	12,481	..	12,481
Bicknell	*News*	(e)	882	1,163	2,045	200	2,245	..	2,245
Clinton	*Clintonian*	(e)	1,412	679	2,091	156	2,247	..	2,247
Columbus	*Republican*	(e)	2,835	1,852	4,687	275	4,692	1	4,693
Crawfordsville	Journal	(m)	....	778	778	....	778	..	778
	Journal	(e)	1,333	303	1,636	209	1,845	115	1,960
	Total Daily	(me)	1,333	1,081	2,414	209	2,623	115	2,738
	Review	(m)	1,712	3,576	5,288	469	5,757	..	5,757
Elkhart	*Truth*	(e)	9,571	3,913	13,484	436	13,920	9	13,929
Evansville	Courier	(m)	11,681	17,046	28,727	2,420	31,147	65	31,212
	Sunday ed.	(s)	16,698	13,959	30,657	1,680	32,337	45	32,382
	Journal	(e)	6,607	4,912	11,519	546	12,065	14	12,079
	Saturday ed.	(y)	6,469	1,613	8,082	66	8,148	17	8,165
	Press	(e)	17,348	4,300	21,648	537	22,185	38	22,223
	Sunday ed.	(s)	15,882	5,307	21,189	1,545	22,734	33	22,767
Fort Wayne	Journal-Gazette	(m)	15,432	18,210	33,642	7,933	41,575	440	42,024
	Sunday ed.	(s)	18,906	9,035	27,941	2,838	30,779	..	30,779
	News-Sentinel	(e)	25,377	16,170	41,547	4,298	45,845	29	45,874
Gary	*Post-Tribune*	(e)	16,554	1,395	17,949	217	18,166	..	18,166
Goshen	*News-Times*	(e)	2,318	1,046	3,364	190	3,554	5	3,559
Hartford	City News	(m)	....	256	256	...	256	..	256
	News	(e)	1,088	.....	1,088	130	1,218	..	1,218
	Total Daily	(me)	1,088	256	1,344	130	1,474	..	1,474
Huntington	*Herald*	(e)	2,187	1,575	3,762	257	4,019	55	4,074
	Press	(n)	2,252	1,961	4,213	335	4,548	3	4,551
	Sunday ed.	(s)	2,344	1,974	4,318	335	4,653	9	4,662
Indianapolis	*News*	(e)	87,395	25,566	112,961	22,098	135,059	187	135,246
	Star	(m)	54,235	30,602	84,927	23,330	108,257	375	108,632
	Sunday ed.	(s)	80,657	34,234	114,891	31,359	146,250	330	146,580
	Times	(e)	52,922	13,035	65,957	3,973	69,930	153	70,083
Kokomo	Dispatch	(n)	3,983	4,992	8,975	1,003	9,978	72	10,050
	Sunday ed.	(s)	5,192	5,189	10,381	1,005	11,386	30	11,416
	Tribune	(e)	7,282	2,089	9,371	444	9,815	27	9,842
Lafayette	Journal & Courier	(m)	156	8,092	8,248	298	8,546	..	8,546
	Journal & Courier	(e)	9,134	5,023	14,157	533	14,690	8	14,698
	Total Daily	(me)	9,290	13,115	22,405	831	22,236	8	22,244
Logansport	*Pharos-Tribune*	(e)	4,786	5,164	9,950	2,504	12,454	27	12,481
	Press	(m)							
	Sunday ed.	(s)							
Madison	*Courier*	(e)	1,179	1,659	2,838	361	3,199	19	3,218
Marion	*Chronicle*	(e)	5,768	3,002	8,770	250	9,020	50	9,070
	Leader-Tribune	(m)	4,121	4,566	8,687	320	9,007	11	9,018
	Sunday ed.	(s)	4,291	4,595	8,886	321	9,207	11	9,218
Muncie	*Press*	(e)	7,982	3,299	11,281	1,242	12,523	..	12,523
	Star	(m)	10,148	10,455	20,603	4,286	24,889	1	24,890
	Sunday ed.	(s)	9,310	5,472	14,782	1,483	16,265	..	16,265
Newcastle	*Courier*	(e)	3,090	1,292	4,382	232	4,614	..	4,614
Plymouth	*Pilot*	(e)	931	1,265	2,196	190	2,386	..	2,386
Richmond	Item	(m)	3,944	11,034	14,978	1,461	16,439	11	16,450
	Sunday ed.	(s)	4,750	11,095	15,885	1,462	17,347	31	17,378
	Palladium	(e)	7,380	6,383	13,763	222	13,985	3	13,988
South Bend	*News-Times***	(e)	19,000	7,488	26,488	1,138	27,626	1	27,627
	Sunday ed.	(s)	17,403	7,581	24,984	1,181	26,165	..	26,165
	*Tribune***	(e)	16,386	7,510	23,896	2,716	26,612	8	26,620
	Sunday ed.	(s)	14,889	7,525	22,414	2,763	25,177	2	25,179
Terre Haute	*Post*	(e)	10,876	8,162	19,038	1,296	20,334	..	20,334
	Star	(m)	12,018	12,791	24,809	2,252	27,061	41	27,102
	Sunday ed.	(s)	12,231	13,563	25,794	1,110	26,904	1	26,905
	Tribune	(e)	12,137	9,767	21,904	1,699	23,603	..	23,603
	Sunday ed.	(s)	11,841	8,704	20,545	1,848	22,393	..	22,393
Vincennes	Commercial**	(m)	3,485	2,596	6,081	293	6,374	21	6,395
	Sunday ed.	(s)	3,588	2,685	6,273	296	6,569	7	6,576
	*Sun***	(e)	3,379	1,846	5,225	466	5,691	183	5,874
IOWA									
Boone	*News-Republican*	(e)	2,959	2,226	5,185	173	5,358	38	5,396
Burlington	*Gazette*	(e)	6,818	4,637	11,455	689	12,144	1	12,145
	Hawk-Eye	(n)	2,597	7,508	10,105	867	10,972	50	11,022
	Sunday ed.	(s)	4,759	7,768	12,527	1,010	13,537	51	13,588
Cedar Rapids	*Gazette & Republican*	(e)	14,317	12,946	27,263	4,277	31,540	64	31,604
	Sunday ed.	(s)	12,471	12,899	25,370	4,460	29,830	35	29,865
Clinton	*Herald*	(e)	6,624	9,975	16,599	1,622	18,221	15	18,236
Council Bluffs	*Nonpareil***	(x)	7,104	8,471	15,575	1,001	16,576	..	16,576
	Saturday ed.	(y)	7,039	2,864	9,903	534	10,437	..	10,437
	Sunday ed.	(s)	7,180	8,519	15,699	1,018	16,717	..	16,717
Davenport	*Democrat***	(x)	5,579	5,973	11,552	1,940	13,492	8	13,500
	Sunday ed.	(s)	8,051	6,129	14,180	1,955	16,135	4	16,139
	*Times***	(e)	16,219	7,926	24,145	1,528	25,673	3	25,681
Des Moines	Register	(m)	27,249	47,597	74,846	35,270	110,116	41	110,157
	Tribune	(e)	45,778	60,041	105,819	10,267	116,086	75	116,161
	Total Daily	(me)	73,027	107,638	180,665	45,537	226,202	116	226,318
	Sunday ed.	(s)	42,033	63,118	105,151	63,503	168,654	17	168,671
Dubuque	*American Tribune*	(e)							
	*Telegraph-Herald & Times-Journal***	(e)	10,651	21,167	31,818	1,638	33,456	..	33,456
	Sunday ed.	(s)	10,991	21,170	32,161	1,670	33,831	..	33,831
Fort Dodge	*Messenger & Chronicle*	(e)	5,222	6,123	11,345	406	11,751	6	11,757
Fort Madison	*Democrat***	(e)	2,912	2,067	4,979	294	5,273	2	5,275
Iowa City	*Press-Citizen*	(e)	3,674	2,836	6,510	478	6,988	4	6,992
Keokuk	*Gate City*	(e)	3,376	1,972	5,348	279	5,627	60	5,687
Marshalltown	*Times-Republican***	(e)	3,639	5,583	9,222	798	10,020	..	10,020
Mason City	*Globe-Gazette***	(e)	5,895	8,786	14,681	846	15,527	22	15,549
Muscatine	*Journal*	(e)	3,914	3,506	7,420	392	7,812	3	7,815
Newton	*News*	(e)	2,263	1,145	3,408	172	3,580	19	3,599
Ottumwa	*Courier*	(e)	6,555	5,752	12,307	2,019	14,326	5	14,331
Sioux City	Journal	(m)	4,931	17,691	22,622	16,260	38,882	66	38,948
	Journal	(e)	10,743	7,400	18,143	7,949	26,092	28	26,120
	Total Daily	(me)	15,674	25,091	40,765	24,209	64,974	94	65,068
	Sunday ed.	(s)	16,826	16,447	33,273	14,963	48,236	68	48,204
	Tribune	(e)	14,169	25,997	40,166	25,977	66,123	65	66,188

(Continued on page 162)

SPECIALISTS IN SCIENCE

EVERY READER KNOWS the strides science has made in the past eight years.

January 1, 1921, SCIENCE SERVICE was organized for the specific purpose of disseminating scientific information throughout the reading world. In eight years' time we have reported accurately and understandably every outstanding scientific milestone. Our means of gathering information practically encircle the globe. New science ventures have a definite news value and, from exploration of the mystery of outer space to the seeking of evidence of former eras in the layers of the earth, the reader finds scientific facts more fantastic than any flights of fancy by former or contemporary fictionists.

Permit us to send you samples of our Daily Science News Bulletin and our special wire releases. We feel that every progressive editor should have such material at his finger-tips—that he may give to his reader the last word in science. And—if it is this type of news you wish—WE HAVE IT.

SCIENCE SERVICE

1st and B Sts., Washington, D. C.

Direct from Hot Metal Into the Form

THE IDEAL of straight-line production in the composing room is presented by the Ludlow. For it casts display type in sluglines direct from hot metal, ready to drop into the form.

There are no preparatory measures; no unproductive moves. No need to cast and carry on hand large quantities of type to meet possible needs which can never be forecast with certainty.

With the Ludlow your compositors never reach for sorts which are not there. The last advertiser to get copy in on a busy day has the very same range of type choice as those who came before.

The publisher seeking the most economical, logical, and satisfactory way of producing display composition will find it in the Ludlow system. May we submit the facts?

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Illinois

LUDLOW QUALITY SLUG COMPOSITION

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 160)

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
			IOWA—Continued						
Washington	*Journal*	(e)	1,216	1,372	2,588	310	2,898	..	2,898
Waterloo	*Courier*	(e)	9,394	8,820	18,214	756	18,970	56	19,026
	Tribune	(m)	4,301	10,677	14,978	771	15,749	271	16,020
	Sunday ed.	(s)	4,797	10,658	15,455	767	16,222	217	16,439
			KANSAS						
Arkansas City	*Traveler*	(e)	3,519	1,774	5,293	331	5,624	12	5,636
Atchison	*Globe***	(e)	3,337	2,670	6,007	1,093	7,100	15	7,115
Chanute	*Tribune***	(e)	1,678	1,973	3,651	314	3,965	77	4,042
Emporia	*Gazette***	(e)	3,433	2,298	5,731	626	6,357	9	6,366
Hutchinson	Herald	(m)	2,407	5,833	8,240	3,641	11,881	3	11,884
	Sunday ed.	(s)	2,845	5,936	8,781	3,698	12,479	2	12,481
	News	(e)	6,619	5,039	11,658	4,122	15,780	7	15,787
	Total Daily	(me)	9,026	10,872	19,898	7,763	27,661	10	27,671
Iola	*Register***	(e)	1,579	1,570	3,149	242	3,391	5	3,396
Kansas City	*Kansan*	(m)	19,723	1,001	20,724	251	20,975	23	20,998
	Sunday ed.	(s)	19,709	1,036	20,745	262	21,007	15	21,022
Lawrence	*Journal-World***	(e)	2,941	2,320	5,261	633	5,894	29	5,923
Ottawa	*Herald***	(e)	2,359	2,056	4,415	802	5,217	8	5,225
Parsons	*Sun*	(x)	2,883	2,720	5,603	223	5,826	..	5,826
Pittsburg	*Headlight***	(e)	3,546	2,455	6,001	263	6,264	21	6,285
	Sun**	(n)	1,666	3,898	5,564	154	5,718	48	5,766
	Total Daily	(me)	5,212	6,353	11,565	417	11,982	69	12,051
	Sunday ed.	(s)	1,793	3,958	5,751	154	5,905	16	5,921
Salina	*Journal*	(e)	4,416	4,644	9,060	3,143	12,203	16	12,219
Topeka	Capital	(m)	12,429	15,146	27,575	15,323	42,898	17	42,915
	Sunday ed.	(s)	13,997	14,525	28,522	15,014	43,536	46	43,582
	State Journal	(e)	12,657	5,198	17,855	3,969	21,824	4	21,828
Wichita	*Beacon*	(e)	17,535	15,603	33,138	14,018	47,156	51	47,207
	Sunday ed.	(s)	18,937	17,774	36,711	15,048	51,759	60	51,819
	Eagle	(m)	23,612	20,093	43,705	13,889	57,594	36	57,630
	Sunday ed.	(s)	24,835	24,382	49,217	18,200	67,417	36	67,453
	Eagle	(e)	17,618	6,248	23,866	958	24,824	9	24,833
			KENTUCKY						
Ashland	*Independent***	(e)	5,546	2,029	7,575	626	8,201	..	8,201
	Sunday ed.	(s)	5,742	2,377	8,119	829	8,948	..	8,948
Bowling Green	*Park City News***	(e)	2,110	597	2,707	235	2,942	..	2,942
Henderson	Gleaner**	(m)	854	1,689	2,543	175	2,718	..	2,718
	Sunday ed.	(s)	1,411	1,842	3,253	188	3,441	..	3,441
Lexington	Herald	(m)	5,225	7,909	13,134	6,044	19,178	245	19,423
	Sunday ed.	(s)	6,128	6,994	13,122	5,002	18,124	363	18,487
	Leader	(e)	8,277	6,631	14,908	5,474	20,382	18	20,400
	Sunday ed.	(s)	8,154	6,704	14,858	5,547	20,405	..	20,405
Louisville	Courier-Journal	(m)	45,421	17,926	63,347	33,911	97,258	91	97,349
	Sunday ed.	(s)	75,489	20,597	96,086	49,265	145,351	68	145,419
	Times	(e)	62,346	12,981	75,327	7,366	82,693	187	82,880
	Total Daily	(me)	107,767	30,907	138,674	41,277	179,951	278	180,229

(Continued on page 163)

In Topeka

—state capital, home of the great Santa Fe railroad system with its general offices and largest shops, trading center of the rich Kaw Valley, and state distributing center, it's the

Topeka Daily Capital

Morning and Sunday

Topeka is a morning paper town. The Capital by sheer merit over many years has made it so. Full Associated Press and also special services, plus dominance in home news and state news have made it not only the leader in Topeka trade territory, but the only Kansas paper read thruout the state.

Dominant in All Classes of Advertising

In all classes of advertising—local, foreign and classified—The Capital leads by a wide margin.

43,000 SUBSCRIBERS
Covers All the Market

Topeka merchants realize that a large percent of their trade comes from without the city. The Capital covers thoroly not only Topeka, but its trade territory.

ARTHUR CAPPER, Publisher
Topeka, Kansas

Represented by The Capper Publications at
New York Chicago Cleveland Detroit Omaha
Kansas City St. Louis San Francisco

The Boston Transcript

steps into its 100th year
with new high records
in Advertising

The Boston Evening Transcript made many high records in its ninety-ninth year.

In 1928 The Transcript carried 970,785 lines of Financial Advertising — the greatest total ever attained—and a gain of well over 60,000 lines for the year.

In Total Display Advertising The Transcript gained 354,894 lines—by far the greatest gain of any Boston paper, including Sunday editions.

In Total National Advertising The Transcript carried 2,529,375 lines: over a million lines more than the next strictly evening paper.

In Classified Advertising The Transcript carried 2,273,188 lines — outdistancing all other six-day papers.

Place the Boston Transcript first on your list. Its sales effectiveness, because of its reader influence, is unique.

Boston Evening Transcript

Highest ratio of BUYERS to readers

National Advertising Representatives

CHARLES H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles

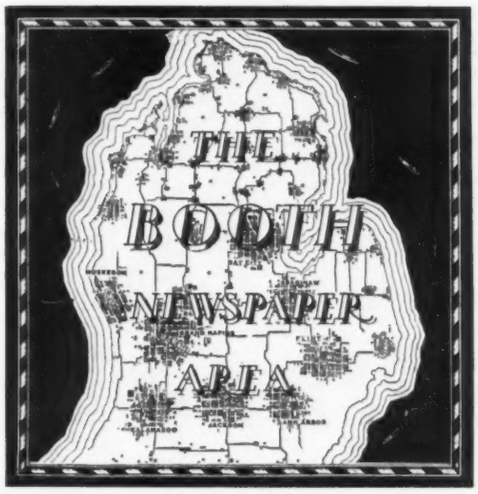
CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 162)

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
	KENTUCKY—Continued								
Owensboro	*Inquirer***	(x)	3,680	3,295	6,975	247	7,222	..	7,222
	Sunday ed.	(s)	3,716	3,408	7,124	244	7,368	..	7,368
	Messenger**	(n)	2,775	5,548	8,323	735	9,058	13	9,071
	Sunday ed.	(s)	2,955	5,617	8,572	762	9,334	6	9,340
Paducah	News-Democrat**	(n)	4,332	5,853	10,185	270	10,455	151	10,606
	Sunday ed.	(s)	5,227	6,203	11,430	269	11,699	112	11,811
	*Sun***	(e)	4,872	5,277	10,149	279	10,428	44	10,472
	LOUISIANA								
Baton Rouge	*State Times*	(e)	8,242	1,058	9,300	477	9,777	..	9,777
Monroe	*News-Star***	(e)	5,286	3,284	8,570	1,881	10,451	..	10,451
New Orleans	*States*	(x)	39,430	.....	39,430	11,953	51,383	138	51,521
	Saturday ed.	(y)	28,246	.....	28,246	11,143	39,389	135	39,524
	Sunday ed.	(s)	51,712	.....	51,712	41,142	92,854	272	93,126
	Times-Picayune	(m)	58,923	.....	58,923	34,920	93,843	224	94,607
	Sunday ed.	(s)	75,840	.....	75,840	56,513	123,353	83	132,436
	Item	(x)	51,273	.....	51,273	11,325	62,598	125	62,723
	Saturday ed.	(y)	44,154	.....	44,154	10,899	55,053	124	55,177
	Sunday ed.	(s)	53,600	.....	53,600	26,040	79,640	78	79,718
	Tribune	(m)	35,238	.....	35,238	2,938	38,176	97	38,273
Shreveport	*Journal***	(e)	12,683	6,498	19,181	1,121	20,302	...	20,302
	Times**	(m)	13,514	13,376	26,890	12,188	39,078	...	39,078
	Sunday ed.	(s)	18,074	16,698	34,772	17,048	51,820	50	51,870
	MAINE								
Augusta	Kennebec Journal	(m)	3,591	6,477	10,068	1,192	11,260	73	11,333
Lewiston	*Journal*	(e)	6,804	3,038	9,842	2,990	12,832	71	12,903
	Sun	(m)	6,675	8,777	15,452	2,505	17,957	41	17,998
	Total Daily	(me)	13,479	11,815	25,294	5,495	30,789	112	30,901
Portland	*Express*	(e)	14,513	7,527	22,040	2,412	24,452	17	24,469
	Press-Herald	(m)	11,087	11,636	22,723	14,256	36,979	181	37,160
	Total Daily	(me)	25,600	19,163	44,763	16,668	61,431	198	61,629
	Sunday ed.	(s)	14,715	11,325	26,040	13,367	39,407	27	39,434
	MARYLAND								
Baltimore	American	(s)	109,133	10,918	120,051	35,947	155,998	...	155,998
	News	(e)	114,664	11,028	125,692	20,280	145,972	266	146,238
	Post	(e)	81,279	1,801	83,080	1,346	84,426	...	84,426
	Sun	(m)	107,829	10,398	118,227	28,551	146,778	80	146,858
	Sun	(e)	122,069	9,661	131,730	7,786	139,516	230	139,746
	Total Daily	(me)	229,898	20,059	249,957	36,337	286,294	310	286,604
	Sunday ed.	(s)	141,140	14,674	155,814	34,148	189,962	13	189,975
Cumberland	News**	(m)	4,016	3,521	7,537	2,851	10,388	7	10,395
	*Times***	(e)	8,597	4,689	13,286	946	14,232	...	14,232
	Sunday ed.	(s)	7,649	4,526	12,175	870	13,045	...	13,045
Hagerstown	Herald**	(m)	2,261	2,375	4,636	217	4,853	213	5,066
	*Mail***	(e)	5,807	1,993	7,800	262	8,062	25	8,087
	Total Daily	(me)	8,068	4,368	12,436	479	12,915	238	13,153
	MASSACHUSETTS								
Attleboro	*Sun***	(e)	3,940	1,385	5,325	320	5,645	33	5,678
Boston	Advertiser	(m)	94,438	20,716	115,154	66,177	181,331	50	181,381
	American	(e)	185,527	39,596	225,123	55,841	280,964	...	280,964
	Sunday ed.	(s)	136,957	69,517	206,474	280,070	486,544	...	486,544
	Christian Science Monitor	(e)	National Distribution				103,538	14,948	118,486
	Globe	(m)	64,760	20,718	85,478	55,462	140,940	11	140,951
	Globe	(e)	132,967	17,112	150,079	8,111	158,190	15	158,205
	Total Daily	(me)	197,727	37,830	235,557	63,573	299,130	26	299,156
	Sunday ed.	(s)	189,718	54,449	244,167	94,681	338,848	30	338,878
	Transcript	(x)	24,229	3,759	27,988	6,742	34,730	...	34,730
	Saturday ed.	(y)	32,104	6,667	38,771	10,061	49,372	...	49,372
	Herald	(m)	56,170	15,153	71,323	35,641	106,964	4,943	111,357
	Traveler	(e)	129,049	13,785	142,834	11,155	153,989	25	154,014
	Total Daily	(me)	185,219	28,938	214,157	46,796	260,953	4,418	265,371
	Sunday ed.	(s)	68,184	24,080	92,264	45,320	137,584	847	138,431
	Post	(m)	211,192	59,125	270,317	126,244	396,561	858	397,419
	Sunday ed.	(s)	137,270	74,827	212,097	128,725	340,822	370	341,192
Brockton	*Enterprise***	(e)	13,597	8,749	22,346	1,540	23,886	31	23,917
	*Times***	(e)	4,003	6,904	10,907	422	11,329	19	11,348
Clinton	*Item*	(e)	2,529	169	2,698	56	2,754	4	2,758
Fall River	*Globe*	(e)	6,500	815	7,315	492	7,807	...	7,807
	Herald-News	(e)	20,225	3,600	23,825	854	24,679	...	24,679
Fitchburg	*Sentinel*	(e)	8,809	2,459	11,268	493	11,761	145	11,906
Gloucester	*Times***	(e)	5,673	1,123	6,796	472	7,268	...	7,268
Haverhill	*Gazette*	(e)	12,574	2,988	15,562	516	16,078	7	16,085
Lawrence	Eagle	(m)	2,000	144	2,144	28	2,172	...	2,172
	Tribune	(e)	15,014	6,188	21,202	880	22,082	...	22,082
	Total Daily	(me)	17,014	6,332	23,346	908	24,254	...	24,254
Lowell	Courier-Citizen	(m)	10,617	3,017	13,634	1,395	15,029	183	15,212
	Leader	(e)	3,136	363	3,499	40	3,539	...	3,539
Lynn	*Item*	(e)	14,488	1,963	16,451	570	17,021	4	17,025
	Telegram-News	(e)							
	Sunday ed.	(s)							
New Bedford	*Standard***	(e)	13,701	5,017	18,808	3,505	22,313	...	22,313
	Mercury**	(m)	7,498	1,048	8,546	748	9,294	256	9,550
	Total Daily	(me)	21,199	6,155	27,354	4,253	31,607	256	31,863
	Sunday ed.	(s)	15,719	5,229	20,948	5,614	26,562	103	26,665
	*Times***	(e)	16,700	4,588	21,288	6,636	27,924	3	27,927
Newburyport	*News***	(e)	3,595	1,736	5,331	281	5,612	...	5,612
North Adams	*Transcript*	(e)	5,193	4,375	9,568	846	10,414	...	10,414
Northampton	*Gazette*	(e)	5,114	2,221	7,335	277	7,612	...	7,612
Pittsfield	*Eagle*	(e)	11,659	6,215	17,874	741	18,615	...	18,615
Salem	*News***	(e)	10,149	10,759	20,908	555	21,463	7	21,470
Taunton	*Gazette***	(e)	8,098	614	8,712	365	9,077	65	9,142
Worcester	*Post*	(e)	22,213	8,056	30,269	303	30,572	757	31,329
	Gazette	(e)	32,559	20,213	52,772	4,525	57,297	13	57,310
	Telegram	(m)	24,209	13,034	37,243	5,497	42,740	238	42,978
	Total Daily	(me)	56,768	33,247	90,015	10,022	100,037	251	100,288
	Sunday ed.	(s)	31,064	16,692	47,756	4,709	52,465	103	52,568
	MICHIGAN								
Adrian	*Telegram*	(e)	3,581	5,981	9,562	800	10,362	8	10,370
Alpena	*News*	(e)	2,366	1,118	3,484	183	3,667	...	3,667
Ann Arbor	*News***	(e)	7,082	2,630	9,712	654	10,366	...	10,366
Battle Creek	*Enquirer & News*	(x)	9,291	4,157	13,448	260	13,708	8	13,716
	Saturday ed.	(y)	9,140	1,778	10,918	....	10,918	...	10,918
	Sunday ed.	(s)	9,510	4,193	13,703	275	13,978	...	13,978
	Moon-Journal	(e)	7,955	1,731	9,686	253	9,939	19	9,958
Bay City	*Times*	(x)	11,360	5,962	17,322	1,093	18,415	7	18,422
	Saturday ed.	(y)	11,337	3,445	14,782	753	15,535	2	15,537
	Sunday ed.	(s)	11,189	5,473	16,662	1,050	17,712	7	17,719
Detroit	Free Press	(m)	155,598	25,001	180,599	48,567	229,166	1,964	231,130
	Sunday ed.	(s)	125,547	42,595	168,142	115,272	283,414	277	283,691
	News	(e)	249,254	54,073	303,327	17,747	321,074	46	321,120
	Sunday ed.	(s)	224,558	61,325	285,883	64,545	350,428	254	350,682
	Times	(e)	233,504	35,159	268,663	29,269	297,932	28	297,960
	Sunday ed.	(s)	181,823	48,824	230,647	109,395	340,042	246	340,288

(Continued on page 164)

Have You Investigated This Great Market?



THERE are in America approximately 15 major markets: The Booth Newspaper Area is one of these. Conservatively estimated it has a population of 1,350,000. It is comprised of the natural trading and jobbing territories of the eight principal cities of Michigan (outside of Detroit).

In the lower peninsula of Michigan, Detroit excepted, there are 11 cities of 20,000 population or more and 159 of approximately 1,000 population or larger. One hundred and twenty-one of these communities are within The Booth Newspaper Area and are served by The Booth Newspapers.

As an indication of the merchandising opportunities this market presents, the distribution of retail grocery and drug outlets is cited:

There are 8,420 retail Grocery stores in the lower peninsula of Michigan outside of Detroit and 7,583 or 90 per cent of them are located in the Booth Newspaper Area.

There are 864 retail Drug stores in this same section of Michigan and 694 or 80 per cent of them are located in the Booth Newspaper Area.

Other retail outlets are similarly concentrated within this territory; and it is completely covered by the circulation of The Booth Newspapers.

Write For a Copy of "THE MICHIGAN MARKET"

City	171,232
Suburban . . .	75,284
Country . . .	22,849
Total	269,365

Combined Statement of Net Paid Circulation as made to A. B. C. for period ending Sept. 30, 1928

Grand Rapids Press — Saginaw Daily News
Flint Daily Journal — Kalamazoo Gazette
Jackson Citizen Patriot — Muskegon Chronicle
Bay City Daily Times — Ann Arbor Daily News

I. A. KLEIN, *Eastern Representative*
50 East 42nd St., New York

J. E. LUTZ, *Western Representative*
6 North Michigan Ave., Chicago

THE BOOTH PUBLISHING CO.

Central Office, 2500 Buhl Bldg., Detroit, or any of the Newspapers Listed.

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 163*)

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
MICHIGAN—Continued									
Flint	*Journal*	(x)	35,506	9,672	45,178	1,535	46,713	77	46,790
	Saturday ed.	(y)	35,047	7,574	42,621	1,362	43,983	4	43,987
	Sunday ed.	(s)	33,196	8,614	41,810	899	42,709	5	42,714
Grand Rapids	Herald	(m)	14,402	10,302	24,704	11,007	35,711	565	36,276
	Sunday ed.	(s)	23,078	8,332	31,410	3,171	34,581	11	34,592
	Press	(e)	50,048	25,487	75,535	14,123	89,658	...	89,658
Hillsdale	*News*	(e)	1,494	3,279	4,773	273	5,046	11	5,057
Jackson	*Citizen-Patriot*	(x)	16,004	10,228	26,232	1,888	28,120	80	28,200
	Saturday ed.	(y)	15,559	4,509	20,068	673	20,741	...	20,741
	Sunday ed.	(s)	15,483	9,948	25,431	1,847	27,278	13	27,291
Kalamazoo	*Gazette***	(e)	16,753	10,600	27,353	1,624	28,977	...	28,977
	Sunday ed.	(s)	15,814	10,803	26,617	1,713	28,330	...	28,330
Lansing	*Capital News***	(e)	6,840	4,083	10,923	399	11,322	64	11,386
	*State Journal***	(e)	21,196	12,776	33,927	7,753	41,725	102	41,827
Ludington	*News*	(e)	2,015	1,769	3,784	233	4,017	...	4,017
	Sunday ed.	(s)	2,013	1,777	3,790	228	4,018	...	4,018
Marquette	Mining Journal	(m)	2,773	3,436	6,209	2,357	8,566	18	8,584
Monroe	*News*	(e)	3,561	2,836	6,397	303	6,700	19	6,719
Muskegon	*Chronicle*	(e)	15,427	3,384	18,811	617	19,428	8	19,436
Pontiac	*Press*	(e)	16,164	8,488	24,652	1,130	25,782	66	25,848
Port Huron	*Times-Herald*	(e)	8,255	11,924	20,179	456	20,635	87	20,722
Saginaw	*News*	(b)	19,052	7,321	26,373	1,315	27,688	20	27,708
	Monday ed.	(c)	18,843	2,900	21,743	860	22,603	7	22,610
	Sunday ed.	(s)	18,672	6,927	25,599	1,226	26,825	9	26,834
St. Joseph	*Herald-Press*	(e)	1,878	2,143	4,021	380	4,401	8	4,409
Three Rivers	*Commercial*	(e)	1,602	1,028	2,630	136	2,766	...	2,766
MINNESOTA									
Duluth	*Herald*	(e)	22,068	12,269	34,337	7,941	42,278	180	42,458
	News-Tribune	(m)	17,896	15,750	33,646	2,536	36,182	22	36,204
	Sunday ed.	(s)	18,450	14,585	33,035	1,205	34,240	19	34,259
Fairmont	*Independent*	(e)	433	1,618	2,051	408	2,459	...	2,459
Fergus Falls	*Journal*	(e)	1,462	4,810	6,272	546	6,818	3	6,821
Hibbing	*Tribune*	(e)	3,139	2,041	5,180	284	5,464	1	5,465
Mankato	*Free Press*	(e)	3,444	3,643	7,087	1,134	8,221	12	8,233
Minneapolis	*Journal*	(e)	65,010	4,307	69,317	44,922	115,805	663	116,468
	Sunday ed.	(s)	77,329	6,385	83,714	68,905	161,907	230	162,137
	(Totals include St. Paul circulation, 1,566 copies Daily; 9,288 copies Sunday, not otherwise noted.)								
	Tribune	(m)	42,099	3,839	45,938	27,707	74,431	131	74,562
	Tribune	(e)	45,017	2,298	47,315	17,360	65,230	430	65,660
	Total Daily	(me)	87,116	6,137	93,253	45,067	139,661	561	140,222
	Sunday ed.	(s)	76,406	6,835	86,241	65,530	156,819	408	157,227
	(Totals include St. Paul circulation, 786 copies Morning; 555 copies, Evening; 5,048 copies Sunday, not otherwise noted.)								
	Star	(e)	47,752	1,128	48,880	16,600	65,838	269	66,107
	(Total includes St. Paul circulation, 358 copies Daily, not otherwise noted.)								
Rochester	*Post-Bulletin*	(e)	4,256	5,865	10,121	409	10,530	116	10,646
St. Cloud	*Journal-Press*	(e)	3,034	1,067	4,101	544	4,645	2	4,647
St. Paul	*Dispatch*	(e)	55,737	4,846	60,583	28,828	90,087	388	90,475
	Pioneer Press	(m)	51,819	6,125	57,944	16,299	74,900	559	75,459
	Total Daily	(me)	107,556	10,971	118,527	45,127	164,987	947	165,934
	Sunday ed.	(s)	55,433	6,039	61,472	78,678	144,698	61	144,759
	(Totals include Minneapolis circulation, 657 copies morning; 676 copies Evening; 4,548 copies Sunday; not otherwise noted.)								
	News	(e)	42,800	4,937	47,737	39,643	87,488	385	87,873
	Sunday ed.	(s)	36,625	4,216	40,841	17,624	58,553	151	58,704
	(Totals include Minneapolis circulation, 108 copies Daily; 88 copies Sunday, not otherwise noted.								
South St. Paul	*Reporter*	(e)	1,587	....	1,587	826	2,413	2,747	5,160
Winona	*Republican-Herald*	(e)	5,097	7,004	12,101	1,185	13,286	12	13,298
MISSISSIPPI									
Biloxi-Gulfport	*Herald*	(e)	4,318	2,118	6,436	346	6,782	13	6,795
Jackson	Clarion-Ledger**	(m)	3,983	5,063	9,046	2,748	11,794	467	12,261
	Sunday ed.	(s)	4,301	5,284	9,585	3,001	12,586	421	13,007
	*News***	(e)	7,474	5,658	13,132	4,916	18,048	...	18,048
	Sunday ed.	(s)	7,027	5,652	12,679	4,757	17,436	...	17,436
Laurel	*Leader*	(e)							
Meridian	*Star***	(e)	5,683	9,778	15,461	836	16,297	124	16,421
	Sunday ed.	(s)	5,662	9,770	15,432	843	16,275	103	16,378
Vicksburg	*Post***	(e)	4,378	....	4,378	1,508	5,886	...	5,886
MISSOURI									
Cape Girardeau	*Southeast Missourian*	(e)	3,075	3,491	6,564	1,050	7,614	4	7,618
Columbia	*Missourian*	(e)	2,076	372	2,448	643	3,091	310	3,401
	Tribune	(e)	2,787	1,633	4,420	565	4,985	69	5,054
Hannibal	*Courier-Post*	(e)	4,574	2,262	6,836	312	7,148	8	7,156
Jefferson City	Capital News	(m)	1,976	1,277	3,253	415	3,668	9	3,677
	Sunday ed.	(s)	2,181	1,286	3,467	415	3,882	4	3,886
	Post-Tribune	(e)	3,038	1,436	4,474	412	4,886	391	5,277
Joplin	Globe**	(n)	6,890	14,842	21,732	1,649	23,381	221	23,602
	*News-Herald***	(e)	6,712	6,098	12,810	368	13,178	60	13,238
	Total Daily	(me)	13,602	20,940	34,542	2,017	36,559	281	36,840
	Sunday ed.	(s)	8,144	16,701	24,845	2,060	26,905	170	27,075
Kansas City	Journal	(m)	52,751	18,957	71,708	41,819	113,527	863	114,390
	Post	(e)	66,225	19,097	85,322	41,755	127,077	40	127,117
	Sunday ed.	(s)	65,247	21,046	86,293	54,910	141,194	945	142,139
	(Morning Journal suspended and combined with Evening Post, as Journal-Post, evening and Sunday.)								
	Star	(e)	146,019	25,619	171,638	81,450	253,088	731	253,819
	Times	(m)	140,192	25,481	165,673	82,087	247,760	913	248,673
	Sunday ed.	(s)	141,615	28,554	170,169	119,823	289,992	792	290,784
Maryville	*Democrat-Forum & Tribune***	(e)	1,146	2,874	4,020	587	4,607	3	4,610
Mexico	*Ledger***	(e)	875	274	1,149	85	1,234	1	1,235
St. Joseph	Gazette**	(m)	7,288	6,670	13,958	5,465	19,423	348	19,771
	*News-Press***	(e)	19,514	10,106	29,620	10,405	40,025	70	40,095
	Total Daily	(me)	26,802	16,776	43,578	15,870	59,448	418	59,866
	Sunday ed.	(s)	12,566	7,823	20,389	6,180	26,569	...	26,569
St. Louis	Globe-Democrat	(m)	161,293	19,324	180,617	92,194	272,811	846	273,657
	Sunday ed.	(s)	137,377	18,114	155,491	97,009	252,500	393	252,893
St. Louis	*Post-Dispatch*	(e)	182,848	12,084	194,932	41,629	236,561	10	236,571
	Sunday ed.	(s)	207,927	19,393	227,320	107,451	334,771	338	335,109
	Star	(e)	112,871	9,492	122,363	12,524	134,887	188	135,075
	Times	(e)	59,364	3,305	62,669	12,068	74,737	74	74,811
Springfield	*Leader*	(e)	12,170	10,214	22,384	4,152	26,536	2	26,538
	News	(m)	5,272	10,932	16,204	6,527	22,731	289	23,020
	Total Daily	(me)	17,442	21,146	38,588	10,679	49,267	291	49,558
	Sunday News	(s)	6,455	11,682	18,137	6,999	25,136	247	25,383
	(Statement for period April 1-May 31, 1928.)								
	Sun. Leader	(s)	13,529	11,147	24,676	4,871	29,547	3	29,550
	(Statement for period April 1-May 31, 1928.)								
	Sunday News-Leader	(s)	14,234	19,365	33,599	10,181	43,780	204	43,984
	(Statement for period June 1- Sept. 30, 1928.)								

(*Continued on page 166*)

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CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued on page 168*)

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
MONTANA									
Anaconda	Standard	(m)	5,156	923	6,079	2,180	8,259	...	8,259
	Sunday ed.	(s)	6,764	1,292	8,056	3,194	11,250	...	11,250
	(Statement for 2 mos., 11 days, ending Sept. 11, 1928.)								
	Standard	(m)	1,952	36	1,988	49	2,037	...	2,037
	(Statement for 19 days ending Sept. 30, 1928.)								
Billings	Gazette**	(m)	1,678	4,218	5,896	2,807	8,703	130	8,833
	*Gazette***	(e)	1,769	143	1,912	....	1,912	34	1,946
	Total Daily	(me)	3,447	4,361	7,808	2,807	10,615	164	10,779
	Sunday ed.	(s)	3,471	4,330	7,801	2,824	10,625	102	10,727
Butte	Miner	(m)	6,344	1,828	8,172	3,275	11,447	...	11,447
	Sunday ed.	(s)	11,028	2,573	13,601	5,913	19,514	...	19,514
	(Statement for 2 mos. 11 days, ending Sept. 11, 1928.)								
	Montana Standard	(m)	9,510	2,633	12,143	5,248	17,391	...	17,391
	Sunday ed.	(s)	16,060	3,940	20,000	9,112	29,112	...	29,112
	(Statement for 19 days ending Sept. 30, 1928.)								
	*Post***	(e)	8,638	1,122	9,760	389	10,149	...	10,149
Great Falls	*Leader***	(e)	3,117	305	3,422	282	3,704	...	3,704
	Tribune**	(m)	5,466	3,411	8,877	6,118	14,995	53	15,048
	Sunday ed.	(s)	6,219	3,490	9,709	6,534	16,243	56	16,299
Helena	*Record-Herald***	(e)	2,160	424	2,584	1,888	4,472	6	4,478
Missoula	Missoulian**	(m)	2,363	1,898	4,261	696	4,957	...	4,957
	*Sentinel***	(e)	1,975	577	2,552	126	2,678	18	2,696
	Total Daily	(me)	4,338	2,475	6,813	822	7,635	18	7,653
	Sunday ed.	(s)	3,451	2,453	5,904	781	6,685	...	6,685
NEBRASKA									
Fremont	*Tribune*	(e)	2,754	3,575	6,329	735	7,064	13	7,077
Grand Island	*Independent*	(e)	4,042	3,780	7,822	1,287	9,109	5	9,114
Hastings	*Tribune*	(e)	3,280	5,286	8,566	1,088	9,654	287	9,941
Lincoln	ournal	(m)	5,238	10,692	15,930	8,579	24,509	...	24,509
	Journal	(e)	11,411	4,255	15,666	840	16,506	...	16,506
	Total Daily	(me)	16,649	14,947	31,596	9,419	41,015	...	41,015
	Sunday ed.	(s)	12,094	11,134	23,228	7,870	31,098	...	31,098
	Star	(e)	12,134	14,889	27,023	9,536	36,559	20	36,579
	Sunday ed.	(s)	12,128	10,723	22,851	8,213	31,064	7	31,071
Norfolk	*News*	(e)	1,912	4,618	6,530	2,956	9,486	35	9,521
Omaha	Bee-News	(m)	10,397	7,374	17,771	52,720	70,491	58	70,549
	Bee-News	(e)	39,645	5,281	44,926	7,221	52,147	144	52,291
	Total Daily	(me)	50,042	12,655	62,697	59,941	122,638	202	122,840
	Sunday ed.	(s)	41,986	13,184	55,170	65,581	118,751	54	118,805
	World-Herald	(m)	9,283	10,416	19,699	45,124	64,823	37	64,860
	World-Herald	(e)	49,315	5,650	54,965	4,791	59,756	158	59,914
	Total Daily	(me)	58,598	16,066	74,664	49,915	124,579	195	124,774
	Sunday ed.	(s)	54,566	15,681	70,247	52,438	122,685	45	122,730
NEVADA									
Reno	*Gazette*	(e)	3,323	1,004	4,327	2,399	6,726	25	6,751
	Journal	(m)	1,933	842	2,775	2,173	4,948	67	5,015
	Sunday ed.	(s)	2,165	895	3,060	2,212	5,272	41	5,313
NEW HAMPSHIRE									
Concord	*Monitor & Patriot*	(e)	5,340	691	6,031	332	6,363	12	6,375
Manchester	Union	(m)	1,600	4,261	5,861	9,228	15,089	77	15,186
	Leader	(e)	13,506	1,222	14,728	480	15,208	...	15,208
	Total Daily	(me)	15,106	5,483	20,589	9,708	30,297	77	30,374
NEW JERSEY									
Asbury Park	*Press*	(e)	7,842	3,564	11,406	249	11,655	41	11,696
	Sunday ed.	(s)	4,582	1,958	6,540	137	6,677	8	6,685
Atlantic City	Press	(m)	17,763	4,830	22,593	661	23,254	901	24,155
	Union	(e)	12,324	4,112	16,436	111	16,547	101	16,648
	Total Daily	(me)	30,087	8,942	39,029	772	39,801	1,002	40,803
	Sunday ed.	(s)	14,713	4,130	18,843	471	19,314	168	19,482
Bayonne	*Times*	(e)	11,878	....	11,878	162	12,040	...	12,040
Camden	*Courier*	(e)	25,563	24,609	50,172	861	51,033	11	51,044
	Post	(m)	5,080	9,621	14,701	444	15,145	1	15,146
	Total Daily	(me)	30,643	34,230	64,873	1,305	66,178	12	66,190
Elizabeth	*Journal*	(e)	17,219	8,029	25,248	1,324	26,572	7	26,579
	Times	(e)	4,677	3,958	8,635	370	9,005	...	9,005
Hackensack	*Bergen Record**	(e)	8,619	5,934	14,553	280	14,833	142	14,975
Hoboken	*Jersey Observer*	(e)	38,615	2,667	41,282	972	42,254	...	42,254
Jersey City	*Journal*	(e)	40,943	....	40,943	1,535	42,478	...	42,478
Newark	Sunday Call	(s)	67,138	6,820	73,958	10,736	84,694	60	84,754
	Ledger	(m)							
	Sunday ed.	(s)							
	News	(e)	112,363	6,743	119,106	15,612	134,718	34	134,752
	Star-Eagle	(e)	88,534	2,497	91,031	7,119	98,150	7	98,157
Orange	*Courier*	(e)	9,094	....	9,094	253	9,347	516	9,863
Passaic	*Herald*	(e)	14,864	1,045	15,909	176	16,085	388	16,473
	News	(e)	13,308	1,664	14,972	354	15,326	155	15,481
Paterson	Call**	(m)	13,724	6,318	20,042	658	20,700	...	20,700
	*News***	(e)	10,199	3,577	13,776	102	13,878	7	13,885
	*Press-Guardian***	(e)	12,495	4,480	16,975	309	17,284	5	17,289
	Sunday ed.	(s)	9,785	1,803	11,588	93	11,681	42	11,723
Perth Amboy	*News***	(e)	6,263	5,686	11,949	154	12,103	2	12,105
Plainfield	*Courier-News*	(e)	8,508	2,559	11,067	394	11,461	8	14,469
Trenton	State Gazette	(m)	13,031	2,295	15,326	435	15,761	153	15,914
	Times	(e)	29,499	12,040	41,539	1,774	43,313	...	43,313
	Total Daily	(me)	42,530	14,335	56,865	2,209	59,074	153	59,227
	Sunday ed.	(s)	23,652	7,013	30,665	1,284	31,949	...	31,949
Union City	Hudson Dispatch	(m)	15,523	3,507	19,030	221	19,251	24	19,275
NEW MEXICO									
Albuquerque	Journal	(m)	6,038	3,362	9,400	3,892	13,292	130	13,422
	Journal	(e)	6,014	1,141	7,155	82	7,237	35	7,272
	Total Daily	(me)	12,052	4,503	16,555	3,974	20,529	165	20,694
	Sunday ed.	(s)	6,586	3,453	10,039	4,001	14,040	41	14,081
	State Tribune	(e)	6,693	2,821	9,514	5,173	14,687	66	14,753
NEW YORK									
Albany	*News*	(e)	22,733	16,311	39,044	15,707	54,751	...	54,751
	Knickerpocker Press	(m)	14,455	9,275	23,730	10,577	34,307	...	34,307
	Sunday ed.	(s)	21,005	20,448	41,453	14,410	55,863	...	55,863
	Telegram	(s)	7,144	12,861	20,005	738	20,743	...	20,743
	Times-Union	(e)	24,400	11,650	36,050	9,590	45,640	1	45,641
Amsterdam	*Recorder*	(e)	6,023	1,187	7,210	424	7,634	6	7,640
Batavia	*News*	(e)	4,411	4,603	9,014	645	9,659	...	9,659
Binghamton	Sun**	(m)							
	*Press***	(e)	20,879	11,123	32,002	4,370	36,372	7	36,379
Brooklyn	*Eagle*	(e)	68,636	9,626	78,262	2,821	81,083	...	81,083
	Sunday ed.	(s)	78,471	9,539	88,010	4,710	92,720	...	92,720
	Standard-Union	(e)							
	Sunday ed.	(s)							
	Times	(e)	92,562	15,596	108,158	227	108,385	57	108,442
	Sunday ed.	(s)	86,776	14,699	101,475	182	101,657	...	101,657

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An unusual statement, but one that is nevertheless true. The total amount of bank deposits for these two New Jersey *counties* is $309,605,000, or more than any of the following states: Alabama, Oregon, New Hampshire, Mississippi, Arkansas, Vermont, South Carolina, North Dakota, Montana, South Dakota, Utah, Delaware, Idaho, Arizona, Wyoming, Nevada and New Mexico.

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OLEAN, N. Y., HERALD :-: ROCHESTER, N. Y., TIMES-UNION :-: ROCHESTER, N. Y., DEMOCRAT
& CHRONICLE :-: UTICA, N. Y., OBSERVER-DISPATCH :-: HARTFORD, CONN.,
TIMES :-: PLAINFIELD, N. J., COURIER-NEWS.

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 166)

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
	NEW YORK—Continued								
Buffalo	Courier-Express	(m)	83,575	27,695	111,270	12,164	123,434	1,827	125,261
	Sunday ed.	(s)	85,847	39,940	125,787	40,813	166,600	702	167,302
	News	(e)	99,862	32,927	132,789	21,844	154,633	87	154,720
	Times	(e)	93,345	18,412	111,757	10,257	122,014	...	122,014
	Sunday ed.	(s)	65,038	19,323	84,361	69,949	154,310	400	154,710
Corning	*Leader*	(e)	4,497	4,062	8,559	663	9,222	10	9,232
Dunkirk	*Observer*	(e)	3,466	769	4,235	144	4,379	95	4,474
Elmira	Advertiser	(m)	3,665	2,994	6,659	2,009	8,668	...	8,668
	Star-Gazette	(e)	13,500	10,447	23,947	1,781	25,728	...	25,728
	Total Daily	(me)	17,165	13,441	30,606	3,790	34,396	...	34,396
Flushing	*Journal*	(e)							
Freeport	*Review*	(e)	10,183	1,633	11,816	2,099	13,915	2	13,917
Geneva	*Times*	(e)	3,019	2,719	5,738	234	5,972	...	5,972
Glens Falls	Post-Star	(m)	3,967	4,396	8,363	1,008	9,371	2	9,373
	Times	(e)	3,389	2,895	6,284	418	6,702	34	6,736
	Total Daily	(me)	7,356	7,291	14,647	1,426	16,073	36	16,109
Gloversville	Herald	(m)	3,090	2,121	5,211	298	5,509	...	5,509
	Leader-Republican	(e)	6,892	486	7,378	298	7,676	2	7,678
Hornell	*Tribune-Times*	(e)	4,207	3,326	7,533	479	8,012	...	8,012
Hudson	*Register***	(e)	1,764	1,320	3,084	311	3,395	1	3,396
	Star**	(m)	1,168	2,071	3,239	225	3,464	2	3,466
Ithaca	*Journal-News*	(e)	5,206	1,886	7,092	580	7,672	55	7,672
Jamaica	*L. I. Press*	(x)	24,584	88	24,672	99	24,771	11	24,782
	Saturday ed.	(y)	22,451	27	22,478	114	22,592	...	22,592
Jamestown	*Journal*	(e)	8,102	1,750	9,852	330	10,182	2	10,184
	Post	(m)	6,709	4,553	11,262	701	11,963	88	12,051
Kingston	*Freeman*	(e)	6,746	1,255	8,001	268	8,269	5	8,274
Lockport	*Union-Sun & Journal*	(e)	5,456	2,655	8,110	277	8,387	64	8,451
Long Island City	*Star*	(e)	26,172	64	26,236	140	26,376	...	26,376
Middletown	*Times-Herald*	(e)	4,994	3,552	8,546	1,494	10,040	1	10,041
Mt. Vernon	*Argus*	(e)	8,022	1,265	9,287	683	9,970	1	9,971
Newburgh	*News*	(e)	7,815	4,405	12,220	350	12,570	2	12,572
Beacon	*News*	(e)	2,118	887	3,005	65	3,070	2	3,072
	Total Daily	(e)	9,933	5,292	15,225	415	15,640	4	15,644
New Rochelle	*Standard-Star*	(e)							
New York	American	(m)	139,683	45,844	185,527	24,468	209,995	25	210,020
	Sunday ed.	(s)	461,400	299,004	760,404	341,812	1,102,216	14	1,102,230
	Graphic	(e)	228,388	26,584	254,972	40,673	295,645	...	295,645
	World	(e)	244,054	34,898	278,952	12,446	291,398	394	291,792
	Herald Tribune	(m)	144,110	100,469	244,579	60,955	305,534	4,425	309,959
	Sunday ed.	(s)	158,815	115,959	274,774	128,000	402,774	1,765	404,539
	Home News	(e)	92,311	....	92,311	....	92,311	...	92,311
	Sunday ed.	(s)	97,320	....	97,320	....	97,320	...	97,320
	Journal	(e)	489,580	114,457	604,037	31,102	635,139	262	635,401
	Mirror	(m)	240,392	52,033	292,425	109,231	401,656	...	401,656
	World	(m)	274,451	33,599	308,050	28,096	336,146	723	336,869
	Sunday ed.	(s)	397,944	71,635	469,579	72,706	542,285	370	542,655
	News	(m)	977,260	167,836	1,145,096	79,147	1,224,243	...	1,224,243
	Sunday ed.	(s)	833,579	255,468	1,089,047	374,015	1,463,062	...	1,463,062
	Post	(e)	77,317	7,145	84,462	4,788	89,250	15	89,265
	Sun	(e)	241,989	29,225	271,214	12,221	283,435	...	283,435
	Telegram	(e)	208,241	21,992	230,233	5,345	235,578	...	235,578
	Times	(m)	239,021	81,665	320,686	87,710	408,396	10291	418,687
	Sunday ed.	(s)	285,492	121,584	407,076	282,454	689,530	7,807	697,337

(Continued on page 173)

THINKING AHEAD

In Your Circulation Department

SCORES of well managed papers all over America are giving their Circulation Departments the inspiration and assistance of

OMANSKY ADVISORY BULLETIN SERVICE

issued four times every month and filled with facts and suggestions about circulation promotion and circulation management.

Omansky Service is based on the principle of making circulation financially productive by stressing profitable, thrifty management and the distinction between profitable and unprofitable circulation.

Actual instances of successful measures gleaned from many fields in our **Circulation Surveys** are placed before your own department in usable form. Coming events and coming seasonal activities are discussed weeks before, thus keeping your department on its toes. Rates quoted on application. Competing papers are not sold.

Pony Advisory Service

Issued monthly is a big help to weekly papers and dailies in cities of less than 30,000. Furnished at specially attractive rates.

Copy for Promotion Work

is one of our regular activities. Try the stimulus of an outside touch and outside point of view on business-getting copy, including material for carrier papers.

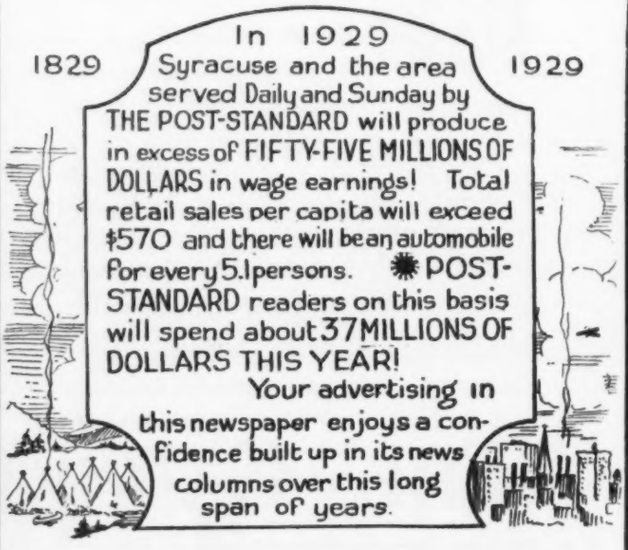
JACOB OMANSKY & CO.

Record Building **Philadelphia, Pa.**

One hundred years..
$37,000,000.....*

IN 1829 when Syracuse was but a thriving village in the wilderness there came into being "THE ONONDAGA STANDARD" a newspaper which served its community through trying years. In 1899 when the village had grown to a city "THE STANDARD," as it was then known, consolidated with "THE POST" and became "THE POST-STANDARD."

This year the city served by this century old newspaper finds itself in the 200,000 group of American cities doing an annual retail business of over 105 MILLIONS OF DOLLARS! No small part of this steady growth has resulted from the aggressiveness of its oldest newspaper in constantly expanding the Syracuse trading radius.



THE POST-STANDARD

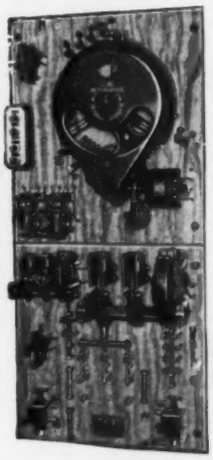
"More than a "market influence"—A SELLING POWER!"

Daily over 60,000 | *Represented by* PAUL BLOCK, INC. | *Sunday over 66,000*

CLINE SYSTEM

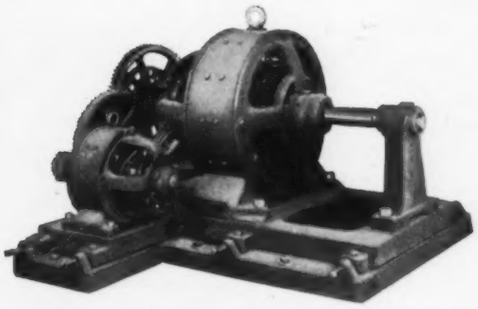
Controls the Press

CLINE SYSTEM FULL AUTOMATIC PUSH BUTTON CONTROL



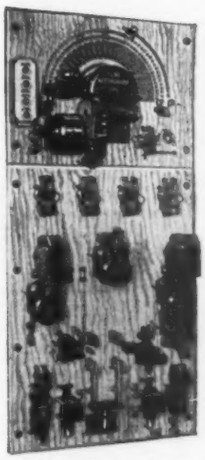
FULL AUTOMATIC TWO MOTOR ALTERNATING CURRENT CONTROLLER

PRESS CONTROL STATION



DOUBLE-MOTOR PRESS DRIVE, DIRECT CURRENT

PRESS CONTROL STATION



FULL AUTOMATIC TWO MOTOR DIRECT CURRENT CONTROLLER

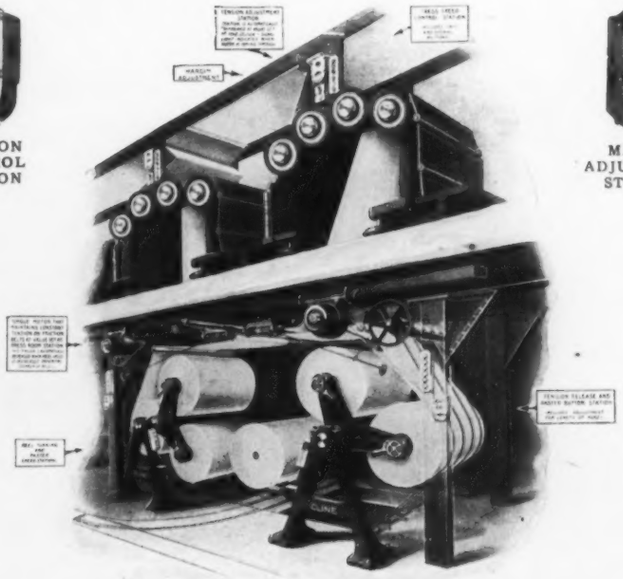
Some Users

Chicago Tribune
Kansas City Star
New York Times
Pittsburgh Press
New York News
Cleveland News
Toronto Star
Chicago Evening Post
Salt Lake Tribune
Canton News
Columbia Dispatch
San Francisco Chronicle
Detroit Free-Press
Cincinnati Enquirer
Rochester Times-Union
Louisville Courier-Journal
Chicago Daily Journal
Toledo Blade
Dayton Daily News
Canton Repository
Buffalo Evening News
Los Angeles Times
Omaha World-Herald
Des Moines Register-Tribune
Sydney (Australia) Sun
Chicago Daily News
Long Beach Press-Telegram
Pasadena Star-News
Ottawa Journal
Vancouver Province
Altoona Mirror
San Francisco Bulletin
Rockford Republican
Springfield News Sun
Honolulu Star Bulletin
Pheonix Republican
Dubuque Telegraph & Herald
Danville Commercial News
New Britain Herald
Hartford Courant
Minneapolis Journal
Providence News
Los Angeles Herald
Reading Times
Indianapolis Star
Knickerbocker Press
Memphis Commercial-Appeal
Erie Daily Times
St. Louis Globe-Democrat
Harrisburg Patriot
Harrisburg Telegraph
Montreal La Presse
Seattle Post-Intelligencer
Cincinnati Times-Star
Denver Post
Border Cities Star
Rochester Democrat
Nashville Banner
Winston-Salem Sentinel
Miami Herald
Flint Journal
Manitoba Free-Press
Fresno Republican
La Van Guardia, P. I.
Labor, Washington
St. Paul Dispatch
Roanoke Times-World
Raleigh News & Observer
Waterloo Courier
Tulsa Tribune

Controls the Web Tension

CLINE SYSTEM AUTOMATIC ELECTRIC TENSION

TENSION CONTROL STATION



CLINE ROLL STAND WITH AUTOMATIC ELECTRIC TENSION

MARGIN ADJUSTMENT STATION

List of CLINE *Equipment*

Cline System of Full Automatic Press Control

Cline Selective Full Automatic Control for Multiple Unit type Presses

Cline System Paper Roll-Stands

Cline System Automatic Electric Tensions

Cline-Westinghouse Stereotype Motor Equipment

Cline-Westinghouse Linotype Drives

Cline-Westinghouse Motor Equipments for fans, pumps, etc.

Cline-Westinghouse Electrically Heated Stereotype Metal Pots

Cline - Capital Roll Lift and Lorator

Cline-Capital Plate Dropper

Cline-Capital Plate Conveyor

Cline-Capital Paper Trucks, Tracks, Transfer Tables, etc.

CLINE ELECTRIC MFG. CO.

MAIN OFFICE, CONWAY BUILDING, 111 W. WASHINGTON ST., CHICAGO, ILL.

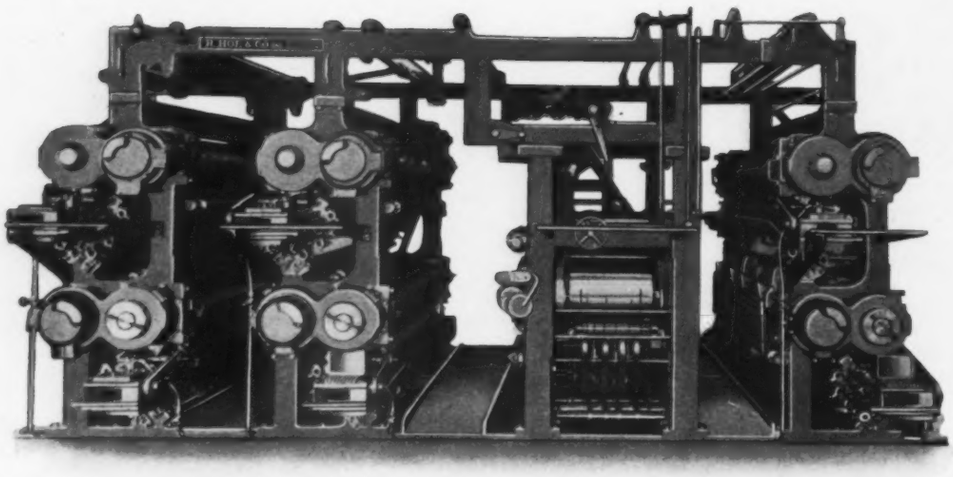
WESTERN OFFICE
FIRST NAT'L BANK BLDG.,
SAN FRANCISCO,
CALIFORNIA

CLINE SYSTEM

EASTERN OFFICE
MARBRIDGE BLDG.,
47 WEST 34TH ST.,
NEW YORK CITY

The Hoe Super-Production Press

The Super-Production Sextuple



A Double-Sextuple Press of this type can be installed in a space that would accommodate only an Octuple Press of usual design

---

INTRODUCED to Newspaper Publishers in July, 1928, the Hoe Super-Production Press Unit has eclipsed every sales record of presses for metropolitan newspapers. Its popularity is deserved because it has proved its worth by actual performance. Present orders for this advanced design total 117 units.

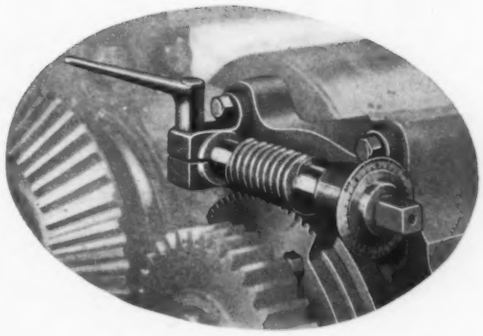
This Super-Production design reduces necessary floor space thirty to forty per cent; is unequalled for openness and accessibility; reduces threading time; has the shortest possible leads; increases speed and materially reduces waste. Among the purchasers of this new unit are:

The *Chicago Daily News*, 62 units.
The *Toronto Evening Telegram*, 24 units.
The *Osaka Mainichi*, 8 units.
The *Boston Globe*, 6 units.
The *Louisville Courier-Journal*, 5 units.
The *Springfield* (Ohio) *News*, 4 units.
The *Montreal Star*, 3 units.
The *Columbus Dispatch*, 4 units.
The *Calgary Herald*, 1 unit.

Close-up of Ink Pump Control Box, an exclusive Hoe Feature, Always Outside of Press—Away from Danger.

1928's Outstanding Achievement

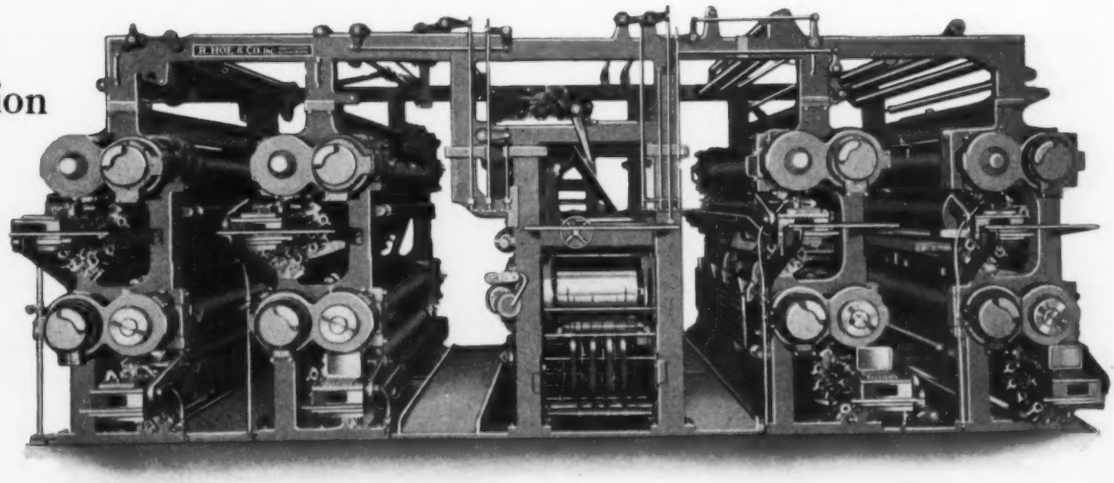
The outstanding difference in the design of this unit is the arrangement of the cylinders in pairs one above the other without material increase in height. This type of construction makes the machine one that can be operated from the outside, with easy access to all webs and rollers and all operating parts readily accessible, thereby encouraging great speed and high net output.



The New Hoe Eccentric Impression Adjustment, accurate, positive and readily adjusted.

Equipped with Hoe patented automatic ink pumps, all the color for each unit can be set by a man standing in one position entirely outside of the press. The new Hoe eccentric impression adjustment eliminates all guess work with regard to the setting of impression and allows both the pressman and the foreman to tell immediately whether the impression is correct simply by looking at the micrometer gages at either end of the cylinder.

The Super-Production Octuple



The Press Which Encourages Speed

R. HOE & CO., INC. NEW YORK & LONDON

NEW YORK BOSTON CHICAGO SAN FRANCISCO NEW ORLEANS LONDON

Chosen for Proven Worth

Mr. J. Fremont Frey, Stereotype Foreman of the Indianapolis News, addressed the Fourth Fall Convention of the American Newspaper Publishers' Association on November 12th, 1928.

He spoke on "Harmony and Co-operation in the Mechanical Department," and as reported in the December, 1928, issue of the Stereotypers' Union Journal, said, among other things:

> "However, shop harmony will be an idle dream unless the management co-operates by supplying each department with the best devices and material possible for producing a finely printed paper. This does not mean extravagance. There are no mechanical luxuries on the "News," and a paper in the "red" could not be more rigidly economical, but our supplies are of proven worth and chosen for results rather than a first low cost. The best is always the cheapest, and the publisher who succumbs to the temptation of buying inferior materials has only himself to blame if his paper fails to compare favorably with others."

Well spoken and so true.

Incidentally, Mr. Frey depends upon Certified Dry Mats conditioned in his original dry mat humidor to help him produce good printing plates, which enable the pressmen to produce a well printed paper day in and day out.

The best is always the cheapest, we agree; and we respectfully invite you to compare Certifieds so that you may know whether or not you are now getting the best.

To compare is to know.

CERTIFIED DRY MATS
Uniformity
One Quality
One Price
MADE IN THE U.S.A.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue . . . . . New York, N. Y.

for wet mat printing with DRY MAT facility—use Certifieds

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 168)

NEW YORK—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Niagara Falls	*Gazette*	(e)	15,857	5,294	21,151	1,958	23,109	15	23,124
No. Tonawanda	*News*	(e)	5,004	29	5,033	96	5,129	...	5,129
Ogdensburg	Republican-Journal	(m)	2,829	2,577	5,406	560	5,966	133	6,099
Olean	*Times*	(e)	4,609	3,770	8,379	366	8,745	88	8,833
	Herald	(e)	2,207	3,023	5,230	....	5,230	...	5,230
Ossining	*Citizen-Sentinel*	(e)	1,891	342	2,233	35	2,268	2	2,270
Port Chester	*Item*	(e)	4,258	1,484	5,742	131	5,873	34	5,907
Port Jervis	*Union-Gazette*	(e)	2,640	333	2,973	120	3,093	...	3,093
Poughkeepsie	*Star & Enterprise*	(e)	9,696	3,852	13,548	236	13,784	...	13,784
Rochester	Democrat & Chronicle	(m)	45,570	28,344	73,914	9,247	83,161	21	83,182
	Sunday ed.	(s)	59,393	27,208	86,601	5,172	91,773	8	91,781
	Journal	(e)	39,197	8,901	48,098	3,237	51,335	...	51,335
	Sunday ed.	(s)	33,969	16,358	50,327	15,148	65,475	...	65,475
	Times-Union	(e)	52,096	21,480	73,576	4,650	78,226	12	78,238
Saratoga Spgs.	*Saratogian*	(e)	4,136	5,308	9,444	453	9,897	...	9,897
Schenectady	Gazette	(m)	18,285	4,007	22,292	860	23,152	2	23,154
	Union-Star	(e)	14,449	2,440	16,889	868	17,757	...	17,757
Staten Island	*Advance*	(e)	19,485	....	19,485	161	19,646	...	19,646
Syracuse	*Herald*	(e)	30,847	14,459	45,306	6,032	51,338	84	51,422
	Sunday ed.	(s)	29,622	19,176	48,798	29,639	78,437	59	78,496
	Journal	(e)	34,237	20,436	54,673	12,287	66,960	191	67,151
	Sunday ed.	(s)	20,895	15,733	36,628	59,867	96,495	13	96,508
	Post-Standard	(m)	24,920	18,811	43,731	17,102	60,833	...	60,833
	Sunday ed.	(s)	18,545	17,208	35,753	31,034	66,787	...	66,787
Tarrytown	*News*	(e)	2,347	291	2,638	101	2,739	...	2,739
Troy	Record	(m)	2,895	1,208	4,103	1,744	5,847	...	5,847
	Record	(e)	11,332	3,852	15,184	2,331	17,515	...	17,515
	Total Daily	(me)	14,227	5,060	19,287	4,075	23,362	...	23,362
Utica	*Observer-Dispatch***	(e)	21,354	11,572	32,926	1,586	34,512	5	34,517
	Sunday ed.	(s)	14,695	7,287	21,982	974	22,956	...	22,956
	Press**	(m)	10,803	12,143	22,946	2,898	25,844	299	26,143
Watertown	*Standard*	(e)	4,344	6,651	10,995	6,163	17,158	34	17,192
	Times	(e)	4,841	7,779	12,620	5,706	18,326	...	18,326
Yonkers	*Herald*	(e)	13,908	282	14,190	245	14,435	18	14,453
	Statesman	(e)	7,422	946	8,368	482	8,850	10	8,860

NORTH CAROLINA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Asheville	Citizen**	(m)	8,319	8,925	17,244	2,633	19,877	252	20,129
	Sunday ed.	(s)	8,600	9,127	17,727	2,750	20,477	194	20,671
	*Times***	(e)	8,849	7,006	15,855	1,350	17,205	130	17,335
	Sunday ed.	(s)	7,930	7,096	15,026	1,420	16,446	120	16,566
Charlotte	*News*	(e)	12,675	10,228	22,903	209	23,112	178	23,290
	Sunday ed.	(s)	11,825	11,426	23,251	403	23,654	233	23,887
	Observer	(m)	12,230	25,004	37,234	7,496	44,730	196	44,926
	Sunday ed.	(s)	12,307	25,711	38,018	8,468	46,486	199	46,685
Durham	Herald**	(m)	8,710	4,147	12,857	627	13,484	352	13,836
	Sunday ed.	(s)	8,837	4,289	13,126	649	13,775	193	13,968
Greensboro	News	(m)	9,592	14,251	23,843	10,351	34,194	135	34,329
	Sunday ed.	(s)	10,252	15,034	25,286	12,168	37,454	101	37,555
	Record	(e)	7,742	3,305	11,047	414	11,461	153	11,614
Kinston	*Free Press*	(e)	1,952	1,439	3,391	155	3,546	..	3,546
Raleigh	News & Observer	(m)	5,982	11,838	17,820	22,997	40,817	11	40,828
	Sunday ed.	(s)	6,740	10,567	17,307	23,343	40,650	14	40,664
	Times	(e)	6,536	7,541	14,077	1,763	15,840	..	15,840
Salisbury	*Post*	(e)	4,852	3,634	8,486	159	8,645	..	8,645
	Sunday ed.	(s)	4,438	3,635	8,073	158	8,231	..	8,231
Wilmington	Star	(m)	4,781	2,346	7,127	560	7,687	209	7,896
	Sunday ed.	(s)	5,454	2,107	7,561	550	8,111	177	8,288
Winston-Salem	Journal	(m)	6,953	6,061	13,014	1,982	14,996	205	15,201
	Sentinel	(e)	14,466	3,459	17,925	676	18,601	34	18,635
	Total Daily	(me)	21,419	9,520	30,939	2,658	33,597	239	33,836
	Sunday ed.	(s)	9,120	3,710	12,830	1,041	13,871	149	14,020

NORTH DAKOTA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Bismarck	*Tribune***	(e)	1,893	2,093	3,986	1,028	5,014	12	5,026
Fargo	Forum**	(n)	1,732	4,515	6,247	5,770	12,017	1	12,018
	*Forum***	(e)	6,826	3,782	10,608	3,898	14,506	3	14,509
	Total Daily	(me)	8,558	8,297	16,855	9,668	26,523	4	26,527
	Sunday ed.	(s)	6,622	5,791	12,413	6,985	19,398	10	19,408
Grand Forks	Herald**	(n)	1,949	6,747	8,696	4,276	12,972	10	12,982
	*Herald***	(e)	2,385	1,854	4,239	1,329	5,568	6	5,574
	Total Daily	(me)	4,334	8,601	12,935	5,605	18,540	16	18,556
	Sunday ed.	(s)	3,516	6,798	10,314	4,351	14,665	13	14,678
Mandan	*Pioneer***	(e)	771	1,257	2,028	988	3,016	..	3,016

OHIO

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Akron	*Beacon-Journal*	(e)	41,742	20,095	61,837	2,897	64,734	73	64,807
	Times-Press	(e)	34,311	19,101	53,412	2,290	55,702	628	56,330
	Sunday ed.	(s)	25,936	10,325	36,261	450	36,711	..	36,711
Alliance	*Review*	(e)	6,147	3,946	10,093	516	10,609	3	10,612
Ashland	*Times-Gazette*	(e)	2,890	2,637	5,527	425	5,952	8	5,960
Ashtabula	*Star-Beacon*	(e)	6,019	3,442	9,461	421	9,882	5	9,887
Athens	*Messenger*	(e)	2,102	4,626	6,728	2,936	9,664	..	9,664
	Sunday ed.	(s)	2,241	4,729	6,970	3,190	10,160	9	10,169
Bellefontaine	*Examiner*	(e)	2,632	2,592	5,224	291	5,515	..	5,515
Bowling Green	*Sentinel-Tribune*	(e)	1,568	2,275	3,843	210	4,053	2	4,055
Cambridge	*Jeffersonian***	(e)	4,028	6,148	10,176	1,288	11,464	6	11,470
Canton	*News*	(e)	13,985	4,485	18,470	3,884	22,354	135	22,489
	Sunday ed.	(s)	11,140	4,377	15,517	4,056	19,573	114	19,687
	Repository	(e)	24,440	10,052	34,492	4,578	39,070	14	39,084
	Sunday ed.	(s)	21,375	10,087	31,462	5,727	37,189	8	37,197
Cincinnati	Enquirer	(m)	43,286	8,432	51,718	21,087	72,805	29	72,834
	Sunday ed.	(s)	121,804	23,174	144,978	35,664	180,642	31	180,673
	Post	(e)	113,051	22,728	135,779	64,527	200,306	10	200,316
	Times-Star	(e)	123,251	19,978	143,229	17,298	160,527	..	160,527
Cleveland	*News*	(e)	133,342	18,793	152,135	20,239	172,374	13	172,387
	Sunday ed.	(s)	112,089	33,892	145,981	54,039	200,020	730	200,750
	Plain Dealer	(m)	125,290	35,727	161,017	57,101	218,118	657	218,775
	Sunday ed.	(s)	158,327	48,304	206,631	80,911	287,542	251	287,793
	Press	(e)	180,256	19,037	199,293	17,420	216,713	15	216,728
Columbus	*Citizen*	(e)	57,490	19,310	76,800	10,921	87,721	..	87,721
Coshocton	*Tribune & Times-Age***	(e)	3,318	2,778	6,096	461	6,557	..	6,557
	Sunday ed.	(s)	3,287	2,779	6,066	460	6,526	..	6,526
Dayton	*Herald*	(e)	30,646	13,401	44,047	1,965	46,012	157	46,169
	Journal	(m)	16,975	8,287	25,262	1,419	26,681	552	27,233
	Sunday ed.	(s)	29,152	15,522	44,674	4,679	49,353	105	49,458
	News	(e)	41,020	12,871	53,891	2,685	56,576	156	56,732
	Sunday ed.	(s)	35,326	10,439	45,765	3,666	49,431	154	49,585
Delaware	*Gazette***	(e)	1,789	345	2,134	35	2,169	2	2,171
East Liverpool	*Review***	(e)	6,226	4,990	11,216	324	11,540	..	11,540
Elyria	*Chronicle-Telegram***	(e)	6,024	3,051	9,075	377	9,452	5	9,457
Findlay	Republican	(m)	4,853	3,416	8,269	492	8,761	3	8,764
Fremont	*News*	(e)	3,037	782	3,819	148	3,967	17	3,984
Hamilton	*Journal*	(e)	8,703	2,223	10,926	472	11,398	4	11,402
	News	(e)	5,868	3,277	9,145	1,136	10,281	95	10,376
Ironton	*Tribune***	(e)	3,305	2,215	5,520	477	5,997	15	6,012
	Sunday ed.	(s)	3,354	1,933	5,287	135	5,422	2	5,424

(Continued on page 174)

PROSPERITY

in the

Youngstown District.

Youngstown mills are operating at 90% of capacity and are expected to break all records during the coming months.

The volume of holiday trade in Youngstown was 30 per cent larger than a year ago.

Youngstown workers saved more in 1928 than in any year in their history.

The Youngstown Vindicator

Leads in this rich district, both in circulation and in volume of advertising.

Daily and Sunday

YOUNGSTOWN, OHIO

Kelly-Smith Company

Representatives

NEW YORK CHICAGO PHILADELPHIA
BOSTON ATLANTA

Member 100,000 Group of American Cities

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

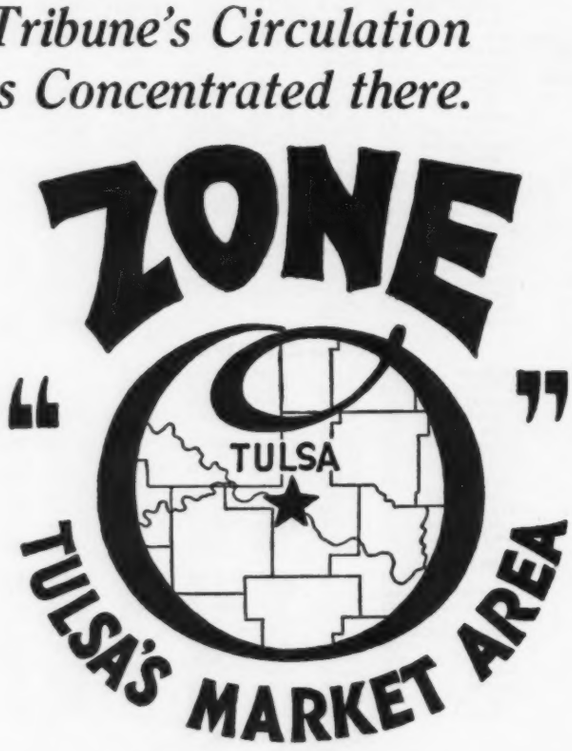
(Continued from page 173)

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
			OHIO—Continued						
Lancaster	*Eagle*	(e)	2,982	2,181	5,163	182	5,345	..	5,345
Lima	Star & Republican-Gazette	(m)	4,047	8,410	12,457	1,527	13,984	171	14,155
	Sunday ed.	(s)	3,384	8,602	11,986	1,561	13,547	128	13,675
	News	(x)	11,312	7,179	18,491	380	18,871	60	18,931
	Saturday ed.	(y)	11,157	3,837	14,994	378	15,372	51	15,423
	Sunday ed.	(s)	11,034	8,098	19,132	398	19,530	52	19,582
Lorain	*Journal***	(e)	6,128	2,982	9,110	346	9,456	..	9,456
	*Times-Herald***	(e)	5,892	1,958	7,850	215	8,065	7	8,072
Mansfield	*News***	(e)	9,902	4,245	14,147	421	14,568	14	14,582
Marietta	*Times*	(e)	3,688	3,855	7,543	592	8,135	9	8,144
Marion	*Star***	(e)	7,731	5,821	13,552	650	14,202	4	14,206
Martins Ferry	*Times***	(e)	4,308	4,827	9,135	225	9,360	..	9,360
Massillon	*Independent*	(e)	6,792	2,057	8,849	313	9,162	2	9,164
Middletown	*Journal*	(e)	4,626	1,123	5,749	528	6,277	5	6,282
	Sunday ed.	(s)	4,576	1,334	5,910	720	6,630	5	6,635
	(Statement for period April 1-Aug. 7, 1928)								
	News-Signal	(e)	5,285	1,407	6,692	233	6,925	32	6,957
	(Statement for period April 1-Aug. 7, 1928)								
	Journal	(m)	4,519	1,304	5,823	182	6,005	..	6,005
	News-Signal	(e)	4,938	978	5,916	348	6,264	..	6,264
	Sunday ed.	(s)	5,246	1,444	6,690	267	6,957	..	6,957
	(Statement for period Aug. 7-Sept. 30, 1928)								
Mt. Vernon	*Republican-News***	(e)	2,265	1,973	4,238	272	4,510	..	4,510
Newark	*Advocate & American-Tribune***	(e)	8,733	5,216	13,949	762	14,711	32	14,743
Painesville	*Telegraph*	(e)	3,107	1,914	5,021	174	5,195	27	5,222
Portsmouth	Sun**	(n)	2,496	2,499	4,995	1,061	6,056	205	6,261
	*Times***	(e)	7,770	6,823	14,593	1,130	15,723	..	15,723
	Sunday ed.	(s)	7,451	6,453	13,904	1,291	15,195	108	15,303
Salem	*News*	(e)	2,666	1,001	3,667	244	3,911	1	3,912
Sandusky	Register	(n)	3,430	5,038	8,468	1,553	10,021	12	10,033
	Sunday ed.	(s)	3,940	5,066	9,006	1,565	10,571	10	10,581
	Star-Journal	(e)	5,630	2,986	8,616	1,268	9,884	13	9,897
Springfield	*News*	(e)	16,714	2,537	19,251	549	19,800	2	19,802
	Sun	(m)	8,909	5,453	14,362	671	15,033	4	15,037
	Total Daily	(me)	25,623	7,990	33,613	1,220	34,833	6	34,839
	Sunday ed.	(s)	19,050	5,818	24,868	1,499	26,367	4	26,371
Steubenville	*Herald-Star***	(e)	9,245	10,308	19,553	688	20,241	145	20,386
Tiffin	*Advertiser*	(e)	2,920	1,453	4,373	564	4,937	..	4,937
	Tribune	(e)	1,727	877	2,604	414	3,018	..	3,018
Toledo	*Blade*	(e)	70,099	45,977	116,076	14,450	130,526	47	130,573
	News-Bee	(e)	55,266	26,279	81,545	9,466	91,011	68	91,079
Warren	*Tribune-Chronicle*	(e)	9,466	3,291	12,757	443	13,200	6	13,206
Washington C.H.	*Herald*	(e)	1,692	851	2,543	399	2,942	..	2,942
Wooster	*Record*	(e)	2,721	5,015	7,736	576	8,312	20	8,332
Youngstown	*Telegram*	(e)	22,801	10,138	32,939	2,091	35,030	351	35,381
	Vindicator	(e)	22,912	10,678	33,590	2,840	36,430	535	36,965
	Sunday ed.	(s)	22,625	10,040	32,665	1,954	34,619	9	34,628
Zanesville	Times-Record	(m)	7,604	10,645	18,249	718	18,967	..	18,967
	Signal	(e)	6,719	3,821	10,540	315	10,855	..	10,855
	Total Daily	(me)	14,323	14,466	28,789	1,033	29,822	..	29,822
			OKLAHOMA						
Ardmore	*Ardmoreite***	(e)	3,006	2,976	5,982	544	6,526	10	6,536
	Sunday ed.	(s)	3,009	2,982	5,991	557	6,548	20	6,568
Bartlesville	Examiner	(m)	2,602	1,360	3,962	275	4,237	88	4,325
	Sunday ed.	(s)	2,719	1,366	4,085	276	4,361	152	4,513
Blackwell	*News*	(e)	2,350	2,096	4,446	212	4,658	4	4,662
	Tribune	(m)	2,344	5,078	7,422	1,417	8,839	2	8,841
	Total Daily	(me)	4,694	7,174	11,868	1,629	13,497	6	13,503
	Sunday ed.	(s)	2,534	5,075	7,429	1,426	8,855	..	8,855
Enid	*Eagle*	(e)	4,407	856	5,263	236	5,499	3	5,502
	News	(m)	1,683	5,528	7,211	2,285	9,496	1	9,497
	Total Daily	(me)	6,090	6,384	12,474	2,521	14,995	4	14,999
	Sunday ed.	(s)	3,770	5,748	9,518	2,345	11,863	1	11,864
McAlester	*News-Capital*	(e)	2,286	1,509	3,795	161	3,956	..	3,956
	Sunday ed.	(s)	2,285	1,512	3,797	161	3,958	5	3,963
Miami	*News-Record*	(e)	1,962	4,665	6,627	377	7,004	1	7,005
	Sunday ed.	(s)	1,986	4,686	6,672	389	7,061	2	7,063
Muskogee	Phoenix	(m)	6,099	3,699	9,798	2,180	11,978	..	11,978
	Times-Democrat	(e)	5,119	3,067	8,186	1,218	9,404	...	9,404
	Sunday ed.	(s)	6,523	4,060	10,583	2,471	13,054	..	13,054
Oklahoma City	*News*	(e)	24,231	24,255	48,486	5,672	54,158	85	54,243
	Oklahoman	(m)	26,754	31,627	58,381	20,133	78,514	66	78,850
	Times	(e)	31,563	32,842	64,405	9,965	74,370	23	74,393
	Total Daily	(me)	58,317	64,469	122,786	30,098	152,884	89	152,973
	Sunday ed.	(s)	31,367	36,206	67,573	24,981	92,554	169	92,723
Okmulgee	Times	(m)	3,351	4,129	7,480	493	7,973	120	8,093
	Democrat	(x)	2,627	308	2,935	66	3,001	2	3,003
	Total Daily	(me)	5,978	4,437	10,415	559	10,974	122	11,096
	Sunday ed.	(s)	4,559	4,473	9,032	557	9,589	213	9,802
Tulsa	*Tribune*	(e)	26,001	11,840	37,841	15,411	53,252	85	53,337
	Sunday ed.	(s)	27,247	12,213	39,460	16,232	55,692	115	55,807
	World	(m)	25,845	11,063	36,908	28,395	65,303	186	65,489
	Sunday ed.	(s)	26,787	10,351	37,138	30,265	67,403	167	67,570
			OREGON						
Albany	*Democrat-Herald*	(e)	1,525	2,456	3,981	209	4,190	..	4,190
Astoria	*Budget***	(e)	1,796	684	2,480	172	2,652	..	2,652
	Astorian**	(m)	1,382	839	2,221	82	2,303	..	2,303
	Sunday ed.	(s)	1,386	874	2,260	82	2,342	..	2,342
Baker	*Herald*	(e)	1,159	410	1,569	144	1,713	21	1,734
	Democrat	(m)	821	595	1,416	259	1,675	26	1,701
	Sunday ed.	(s)	820	595	1,415	259	1,674	7	1,681
Bend	*Bulletin*	(e)	1,962	691	2,653	216	2,869	1	2,870
Eugene	*Guard***	(e)	3,275	3,009	6,284	1,033	7,317	41	7,358
	Register**	(n)	3,110	3,574	6,784	791	7,575	70	7,645
	Sunday ed.	(s)	3,272	3,738	7,010	799	7,809	64	7,873
Klamath Falls	*Herald*	(e)							
	News	(n)							
	Sunday ed.	(s)							
Pendleton	*East Oregonian*	(e)	1,782	1,200	2,982	279	3,261	47	3,308
Portland	*Oregon Journal*	(e)	54,849	17,039	71,888	31,490	103,378	368	103,746
	Sunday ed.	(s)	59,923	22,300	82,223	48,343	130,566	95	130,661
	News	(e)	33,376	6,846	40,222	8,496	48,718	284	49,002
	Oregonian	(m)	48,327	17,364	65,691	41,571	107,262	332	107,594
	Sunday ed.	(s)	72,127	25,372	97,499	67,714	165,213	319	165,532
Salem	*Capital Journal*	(e)	5,189	4,072	9,261	307	9,568	42	9,610
The Dalles	*Chronicle*	(e)	1,517	429	1,946	161	2,107	9	2,116
			PENNSYLVANIA						
Allentown	*Chronicle-News***	(e)	10,706	2,688	13,394	198	13,592	504	14,096
	Call**	(m)	15,308	18,110	33,418	2,025	35,443	128	35,571
	Sunday ed.	(s)	14,923	9,856	24,779	717	25,496	..	25,496
Altoona	*Mirror***	(e)	15,643	9,652	25,295	3,017	28,312	399	28,711
	Tribune**	(m)	6,157	3,236	9,393	2,472	11,865	808	12,673
Beaver	*Times*	(e)	1,145	4,310	5,455	159	5,614	27	5,641

(Continued on page 176)

In Oklahoma

ZONE "O" Is the Richest Market.... and 90% of the Tulsa Tribune's Circulation is Concentrated there.



500,000 people live in ZONE "O," the circle describing a 50 mile air-line radius around Tulsa, "The Oil Capital of the World"

When you think of ZONE "O"—think of Oklahoma, Oil and Opportunity, and the true Tulsa Market

COVERED BY

The Tulsa Tribune

EVENING AND SUNDAY

Tulsa's Leading Newspaper

G. Logan Payne Co. — New York, Chicago, Boston

George H. Payne, Inc. — Los Angeles, San Francisco

The TRUE CLEVELAND MARKET is *Small and Compact*

EIGHT different market authorities working independently in their studies of the Cleveland trading area, agree that the TRUE Cleveland Market is *small and compact,* approximately 35 miles in radius—not over 1,525,000 in population.

Cleveland Chamber of Commerce, after a thorough and unbiased study of all factors contributing to the growth of Cleveland's market, say that the Cleveland Metropolitan Area is bounded by a 35-mile radius—parts of six counties—1,525,000 in population.

J. Walter Thompson Co. in its comprehensive market study "Population and its Distribution" says that the TRUE Cleveland trading area is 1,227,733 in population, and comprised of 8 counties. Akron isn't in it, nor Canton, nor Youngstown, nor dozens of other individual marketing centers of northeastern Ohio.

Ohio Bell Telephone Co. in its "Keytown Map of Ohio" establishes the Cleveland market as an area populated by 1,290,000 people, and smaller in area than Toledo, Lima, Canton, Columbus, Cincinnati, all of which are towns of smaller populations.

Dartnell Corporation in the 1928 Annual Reference number of "Sales Management" stated that the Cleveland trading area is inhabited by 1,419,496 people.

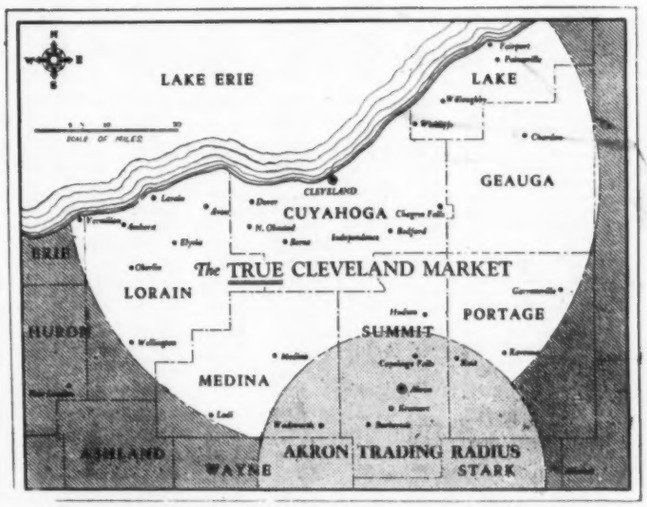
Standard Rate and Data in all editions of its statistical service to advertisers quotes the population of the Cleveland trading market not as 3,000,000, or 2,500,000, nor even 2,000,000—but the number the Press has always contended, 1,525,000.

"Editor and Publisher" on page 264 of its Market Guide for 1929 states that Cleveland's trading area is 35 miles in radius, embracing all of Cuyahoga County (of which Cleveland is the County seat) and portions of four other counties.

"Cosmopolitan" Magazine states in its "Merchandising Atlas of the United States" that the number of literate native white families in the Cleveland trading area is 153,148, placing the total population according to this authority at approximately 1,250,000. This analysis also gives the Cleveland Trading Area an even smaller area than the 35-mile shown in A. B. C. reports.

The Press is the First Advertising Buy in Cleveland

Audit Bureau of Circulations states (on authority of the three Cleveland Publishers) in paragraph 7 of Publisher's Statements of Circulation, that the population of Cleveland's Trading Area is 1,525,000. On the first page of its circulation statements to every Cleveland newspaper, it is stated that the Cleveland trading territory is restricted to a 35-mile area surrounding the Cleveland Public Square.



Only within the area shown here (The TRUE Cleveland Market—35 miles in radius—1,525,000 in population) can you get Cleveland electric power service, daily distribution of perishable foods, uniform freight rates, commutation tickets, and free delivery service of Cleveland stores. Go beyond this area—and you enter the markets of other thriving cities of northern Ohio—which have their own good papers.

129 Retailers say that 98% of their business comes from within the 35-mile circle. *33 Wholesalers* say that 88.21% of their business comes from within 35 miles, and that the cost of securing the 11.79% beyond this area is almost prohibitive. *206 Grocers* when interviewed by representatives of a prominent national advertiser told these men that advertising in Cleveland newspapers does not influence buying in nearby cities and towns.

Again we repeat—The TRUE Cleveland market is *small* and *compact,* the only area of Cleveland newspaper influence, the only section of Northern Ohio that can be effectively covered by Cleveland advertising and by a Cleveland sales crew.

And The Press, first in Cleveland circulation, greatest in advertising volume, read and enjoyed in practically every English-reading Cleveland home, is the FIRST Advertising Buy in the TRUE Cleveland Market.

The Cleveland Press

First in Cleveland

Detroit · Atlanta
San Francisco

NATIONAL ADVERTISING DEPARTMENT
250 Park Avenue, New York City
400 N. Michigan Blvd., Chicago

Philadelphia
Los Angeles

SCRIPPS HOWARD

FIRST ADVERTISING BUY IN CLEVELAND

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 174*)

PENNSYLVANIA—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Chester	*Times*	(e)	11,832	7,721	19,553	620	20,173	2	20,175
Connellsville	*Courier***	(e)	2,662	2,498	5,160	322	5,482	46	5,528
	News**	(m)	1,305	758	2,063	119	2,182	..	2,182
Easton	*Express*	(e)	18,583	13,896	32,479	2,269	34,748	9	34,757
Erie	*Dispatch-Herald*	(e)	21,264	7,627	28,891	6,669	35,560	5	35,565
	Sunday ed.	(s)	19,114	2,527	21,641	1,663	23,304	..	23,304
	Times	(e)	20,608	6,678	27,284	5,569	32,853	14	32,867
Greensburg	Review	(m)	2,572	2,601	5,173	281	5,454	..	5,454
	Tribune	(e)	2,912	3,075	5,987	249	6,236	..	6,236
	Total Daily	(me)	5,484	5,676	11,160	530	11,690	..	11,690
Greenville	*Record-Argus***	(e)	2,079	1,841	3,920	489	4,409	..	4,409
Harrisburg	*News*	(e)	16,840	17,306	34,146	21,699	55,845	11	55,845
	Patriot	(m)	10,248	7,377	17,625	2,291	19,916	28	19,944
	Total Daily	(me)	27,088	24,683	51,771	23,990	75,761	39	75,800
	Telegraph	(e)	15,277	13,783	29,060	18,582	47,642	..	47,642
Kittanning	*Leader-Times***	(e)	2,354	3,640	5,994	342	6,336	1	6,337
Lancaster	*New Era*	(e)	17,318	15,913	33,231	965	34,196	6	34,202
	Intelligencer-Journal	(m)	6,632	11,786	18,418	352	18,770	5	18,775
	Total Daily	(me)	23,950	27,699	51,649	1,317	52,966	11	52,977
Lewistown	*Sentinel*	(e)	3,700	2,816	6,516	343	6,859	..	6,859
McKeesport	*News***	(e)	10,691	4,874	15,565	405	15,970	1	15,971
Meadville	Tribune-Republican**	(m)	1,580	3,938	5,518	405	5,923	..	5,923
	*Republican***	(e)	2,158	.....	2,158	16	2,174	...	2,174
	Total Daily	(me)	3,738	3,938	7,676	421	8,097	..	8,097
Mt. Carmel	*Item*	(e)	2,559	1,957	4,516	267	4,783	..	4,783
New Castle	*News***	(e)	11,560	4,170	15,730	976	16,706	17	16,723
Norristown	*Times-Herald*	(e)	7,619	5,869	13,488	668	14,156	34	14,190
Oil City	Derrick**	(m)	4,215	2,893	7,108	481	7,589	..	7,589
Philadelphia	*Bulletin*	(e)	374,513	134,813	509,326	34,601	543,927	102	544,029
	Inquirer	(m)	187,261	53,201	240,462	52,220	292,682	16	292,698
	Sunday ed.	(s)	264,543	123,500	388,043	116,190	504,233	..	504,233
	News	(e)	134,172	20,614	154,786	4,193	158,979	381	159,360
	Public Ledger	(m)	67,769	35,675	103,444	41,703	145,147	2029	146,176
	Public Ledger	(e)	151,357	46,274	197,361	11,717	209,348	1049	210,397
	Total Daily	(me)	219,126	81,949	301,075	53,420	354,495	3078	357,573
	Sunday ed.	(s)	149,187	111,284	260,471	211,124	471,595	210	271,805
Pittsburgh	Post-Gazette	(m)	113,550	50,182	163,732	66,954	230,686	57	230,743
	Press	(e)	134,567	44,532	179,099	16,200	195,299	..	195,299
	Sunday ed.	(s)	120,743	67,068	187,811	86,760	274,571	..	274,571
	Sun-Telegraph	(e)	88,831	51,111	139,942	29,107	169,049	281	169,330
	Sunday ed.	(s)	102,773	90,804	193,577	132,720	326,297	166	326,463
Pittston	*Gazette*	(e)	4,094	.....	4,094	213	4,307	..	4,307
Pottstown	News	(m)	4,596	3,656	8,252	414	8,666	4	8,670
Pottsville	Morning Paper**	(m)	823	608	1,431	236	1,667	173	1,840
	*Republican***	(e)	4,215	6,625	10,840	2,546	13,386	29	13,415
	Total Daily	(me)	5,038	7,233	12,271	2,782	15,053	202	15,255
Reading	*Eagle*	(e)	20,192	15,542	35,734	3,122	38,856	17	38,873
	Sunday ed.	(s)	18,962	10,429	29,391	910	30,301	114	30,415
	Times	(m)	18,058	12,280	30,338	5,624	35,962	107	36,069
Scranton	Republican**	(m)	12,494	12,894	25,388	2,018	27,406	5	27,411
	Scrantonian**	(s)	15,325	12,754	28,079	10,457	38,536	...	38,536
	*Times***	(e)	25,270	17,464	42,734	1,198	43,932	86	44,018

(*Continued on page 178*)

LOCAL MERCHANTS
and
NATIONAL ADVERTISERS
prefer
The Morning Call
in Allentown, Penna.

Reader Preference
Assures Advertising Response

12,728,730 lines of advertising in 1928
in a
City of 100,000 population

TOTAL MARKET OVER A QUARTER MILLION

A.B.C. Circulation
City 18,110 Total 35,571

National Representatives
STORY, BROOKS and FINLEY
New York Philadelphia
Chicago San Francisco Los Angeles

In Philadelphia
The Daily News Again Showed the Greatest 1928 Gain
1,086,890 Lines

Two years ago we cautioned advertisers and space buyers to closely watch the changing newspaper situation in Philadelphia. We repeated that caution with emphasis one year ago. The transition is still taking place.

Philadelphia's big and only tabloid—the DAILY NEWS—has built an enviable record of accomplishment for 1928—and is looking forward to a 1929 of even greater achievement. Here is the complete lineup of Philadelphia gains and losses for 1928:

DAILY NEWS	**GAIN**	**1,086,890**	**LINES**
Bulletin	"	**411,451**	"
Record	**LOSS**	**534,089**	"
Eve. Ledger	"	**1,239,721**	"
Public Ledger	"	**1,339,203**	"
Inquirer	"	**1,406,309**	"

Philadelphia's most representative retail outlets have found that the DAILY NEWS produces best at a lower-per-unit-sales cost. Good news travels fast with the result that on many Fridays we are compelled to leave out several pages of local advertising despite larger issues. Local advertisers know values. On keyed national copy we are told that the DAILY NEWS stands well up front as a low-cost prolific producer.

The PHILADELPHIA DAILY NEWS jumped from 50,000 to almost 160,000 (A. B. C.) in three years—and is growing each month minus premiums or other hothouse circulation schemes. It goes into the home.

The PHILADELPHIA DAILY NEWS can be a valuable asset on almost any account seeking greater Philadelphia volume in 1929 at minimum cost.

Our nearest office will gladly explain the interesting DAILY NEWS story and tell you about DAILY NEWS co-operation.

PHILADELPHIA DAILY NEWS

15TH AND CHERRY STS., PHILADELPHIA, PA.

NEW YORK
Macfadden Publications
Graybar Building

CHICAGO
Chas. H. Shattuck
333 N. Michigan Ave.

The New York Herald Tribune Syndicate maintains undisputed leadership in the newspaper feature essentials

SUNDAY COMICS

MR. AND MRS. — By C. A. Briggs
PETER RABBIT — By Harrison Cady
CLARENCE — By Weare Holbrook & Frank Fogarty
BETTY — By C. A. Voight
PA'S SON-IN-LAW — By C. H. Wellington
REG'LAR FELLERS — By Gene Byrnes
OUTLINE OF OSCAR — By Ellison Hoover

DAILY COMICS

DAILY CARTOONS — By C. A. Briggs
REG'LAR FELLERS — By Gene Byrnes
PA'S SON-IN-LAW — By C. H. Wellington
JUNIOR—WISE QUACKS — By Wm. Holman
PETEY DINK — By C. A. Voight

CHILDREN'S FEATURES

BURGESS BEDTIME STORIES — By Thornton W. Burgess

SPORTS

DOWN THE LINE — By W. O. McGeehan
TALES OF A WAYSIDE TEE — By Grantland Rice
SPORTLIGHT — By Grantland Rice

DAILY FEATURES

DAILY CARTOONS — By J. N. "Ding" Darling
EVERYDAY QUESTIONS AND ANSWERS — By Rev. S. Parkes Cadman
IRONICS — By Frank Irving Fletcher
DAILY NEWS MAT SERVICE — By Herald Tribune Picture Service
DAILY CROSSWORD PUZZLES — By Herald Tribune Staff
THE LANTERN COLUMN — By Edward Hope

WASHINGTON LETTER

POLITICAL LETTER — By Mark Sullivan

SUNDAY FEATURES

MAGAZINE—16 TABLOID PAGES
THEATRICAL LETTER — By Percy Hammond
BACKGROUND OF FOREIGN AFFAIRS — By Henry Kittredge Norton
HUMOROUS WEEKLY ARTICLE — By Weare Holbrook
HUMOROUS WEEKLY ARTICLE — By Edward Hope
BURGESS NATURE LEAGUE — By Thornton W. Burgess
SOCIETY LETTER — By Howard White
BOOKS — By Irita Van Doren
RADIO SERVICE — By Herald Tribune Staff
STORY BEHIND THE PLAY — By J. J. Geller
BROKAW AUTOMOBILE SERVICE — By Clifford W. Brokaw
CROSSWORD PUZZLES — By Herald Tribune Staff
SCIENCE PAGE — Edited by Prof. H. H. Sheldon
TRANSLATIONS FROM FRENCH FICTION — By Wm. McPherson
DOLE ON DOGS — By Frank Dole

WOMEN'S FEATURES

INSTITUTE SERVICE — By Herald Tribune Institute Staff
FASHION SERVICE — By Ruth Stuyvesant

NEWS SERVICE

By New York Herald Tribune Staff Correspondents Covering News Points of the World

SEVEN comic pages and a complete tabloid magazine are among the forty distinguished features that are purchased in whole or in part by more than five hundred newspapers. ¶ Some of the best newspapers buy and use the entire group as a solid feature foundation.

NEW YORK
Herald Tribune Syndicate

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 176)

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
PENNSYLVANIA—Continued									
Shamokin	Dispatch	(e)	.....	.....	.....	.....	.....	...	.....
	News	(e)	3,185	1,669	4,854	256	5,110	1	5,111
Sharon	*Herald*	(e)	3,167	4,434	7,601	298	7,899	33	7,932
	News-Telegraph	(e)	3,716	5,029	8,745	165	8,910	3	8,913
Sunbury	*Daily*	(e)	2,473	2,589	5,062	621	5,683	4	5,687
	Item	(e)	2,597	3,619	6,216	605	6,821	...	6,821
Titusville	Herald**	(m)	1,976	2,140	4,116	824	4,940	...	4,940
Towanda	Review	(m)	1,123	3,859	4,982	991	5,973	166	6,139
Warren	Mirror**	(m)	.....	.....	.....	.....	.....	...	.....
	*Times***	(e)	.....	.....	.....	.....	.....	...	.....
Washington	Observer	(m)	1,699	8,401	10,100	520	10,620	...	10,620
	Reporter	(e)	6,034	398	6,432	372	6,804	...	6,804
	Total Daily	(me)	7,733	8,799	16,532	892	17,424	...	17,424
Wilkes-Barre	Independent	(s)	6,851	11,418	18,269	237	18,506	...	18,506
	Record	(m)	10,754	14,162	24,915	1,928	26,844	161	27,005
	Times-Leader	(e)	11,213	15,119	26,332	924	27,256	5	27,261
Williamsport	Gazette & Bulletin	(m)	3,236	5,467	8,703	485	9,188	10	9,198
	Sun	(e)	12,902	6,449	19,351	749	20,100	33	20,133
	Total Daily	(me)	16,138	11,916	28,054	1,234	29,288	43	29,331
RHODE ISLAND									
Pawtucket	*Times*	(e)	21,775	6,753	28,528	948	29,476	2	29,478
Providence	*Bulletin*	(e)	58,981	12,846	71,827	4,689	76,516	9	76,525
	Journal	(m)	25,801	13,900	39,701	4,340	44,041	9	44,050
	Sunday ed.	(s)	47,335	25,748	73,083	6,873	79,956	16	79,972
	News	(e)	18,329	8,759	27,088	1,054	28,142	9	28,151
	Tribune	(e)	13,154	4,815	17,969	367	18,336	3	18,339
	Sunday ed.	(s)	4,588	2,288	6,876	79	6,955	20	6,975
Westerly	*Sun*	(x)	3,222	2,100	5,322	293	5,615	218	5,833
	Sunday ed.	(q)	3,055	2,189	5,244	293	5,537	10	5,547
Woonsocket	*Call***	(e)	9,347	5,373	14,720	534	15,254	1	15,255
SOUTH CAROLINA									
Anderson	*Mail***	(e)	1,995	1,963	3,958	316	4,274	66	4,340
Charleston	News & Courier**	(m)	5,030	3,900	8,930	1,948	10,878	...	10,878
	Sunday ed.	(s)	10,067	3,877	13,944	1,969	15,913	...	15,913
	*Post***	(e)	10,990	4,112	15,102	590	15,692	...	15,692
Columbia	*Record***	(e)	7,519	5,042	12,561	2,510	15,071	1	15,072
	Sunday ed.	(s)	6,842	5,002	11,844	2,479	14,323	...	14,323
	State**	(m)	6,993	7,727	14,720	9,860	24,400	4	24,404
	Sunday ed.	(s)	7,763	7,411	15,174	11,206	26,380	5	26,385
Greenville	News	(m)	9,927	13,316	23,243	3,727	26,970	...	26,970
	Sunday ed.	(s)	10,892	11,762	22,654	3,968	26,622	5	26,627
	Piedmont	(e)	7,736	3,421	11,157	335	11,492	...	11,492
Spartanburg	Herald	(m)	2,712	5,797	8,509	337	8,846	25	8,871
	Sunday ed.	(s)	5,762	6,178	11,940	378	12,318	25	12,343
	Journal	(e)	4,772	1,184	5,956	38	5,994	15	6,090

(Continued on page 180)

1899-1929

Newspaper Features For 30 Years

CAMERA NEWS PAGE (weekly)—1, 2 and 3 col. pictures of interest. Can be had as separate mats.

CHILDREN'S PAGE (weekly)—Stories, games, puzzles, things to make, etc.

FASHION PAGE (weekly)—The best fashion photos procurable in attractive lay-out. Interesting and up-to-date copy.

FEATURE PAGE (weekly)—Two half pages. Subjects of general interest. Can be used with ½-page advertising.
(All pages 7 and 8 col. wide, 20 to 22 inches deep)

CROSS-WORD PUZZLES (2-col. daily)—Puzzles that hold reader interest. Copy included in mat.

DOT PUZZLES (1-col. daily)—This popular style of puzzle is for the youngsters.

HINTS FOR THE MOTORIST (2-col. tri-weekly)—How to get the most out of your car. Includes a Question and Answer Department.

HOUSE PLANS (3-col. weekly)—Pen sketches and plans. Moderate-priced homes.

NOOZIE (½ and 1-col. daily)—Covering the laughable antics and sayings of your newsboy.

PEG, ANN AND BARBARA (1-col. daily)—The fashion chit-chat of three modern girls.

PERTINENT PORTRAITS (1-col. daily)—Half-tones of the people we talk about.

RADIO RAMBLINGS (2-col. daily)—Personality sketches of the leading radio stars, together with thumb-nail picture, also radio news, programs, etc.

SMILES (1-col. daily)—This service is made up of illustrated jokes in assorted sizes, good for regular department or filler.

THE AD-ROUTE (monthly)—A newspaper house organ that will build up your advertising.

THE INTERNATIONAL SYNDICATE

Established 1899

Baltimore **Maryland**

Yes! Absolutely!

THE SCRANTON REPUBLICAN

has the largest morning daily circulation in Pennsylvania outside of Philadelphia and Pittsburgh.

Members of the Audit Bureau of Circulations

Circulation—daily average for three months ending September 30, 1927

38,503

and growing in leaps and bounds.

You cannot cover the rich buying area of the Lackawanna Valley unles you use The Scranton Republican.

It covers a responsive buying area that is productive — its home-delivered circulation is one that pays handsome dividends.

Before you make up your budget get complete data on our circulation coverage.

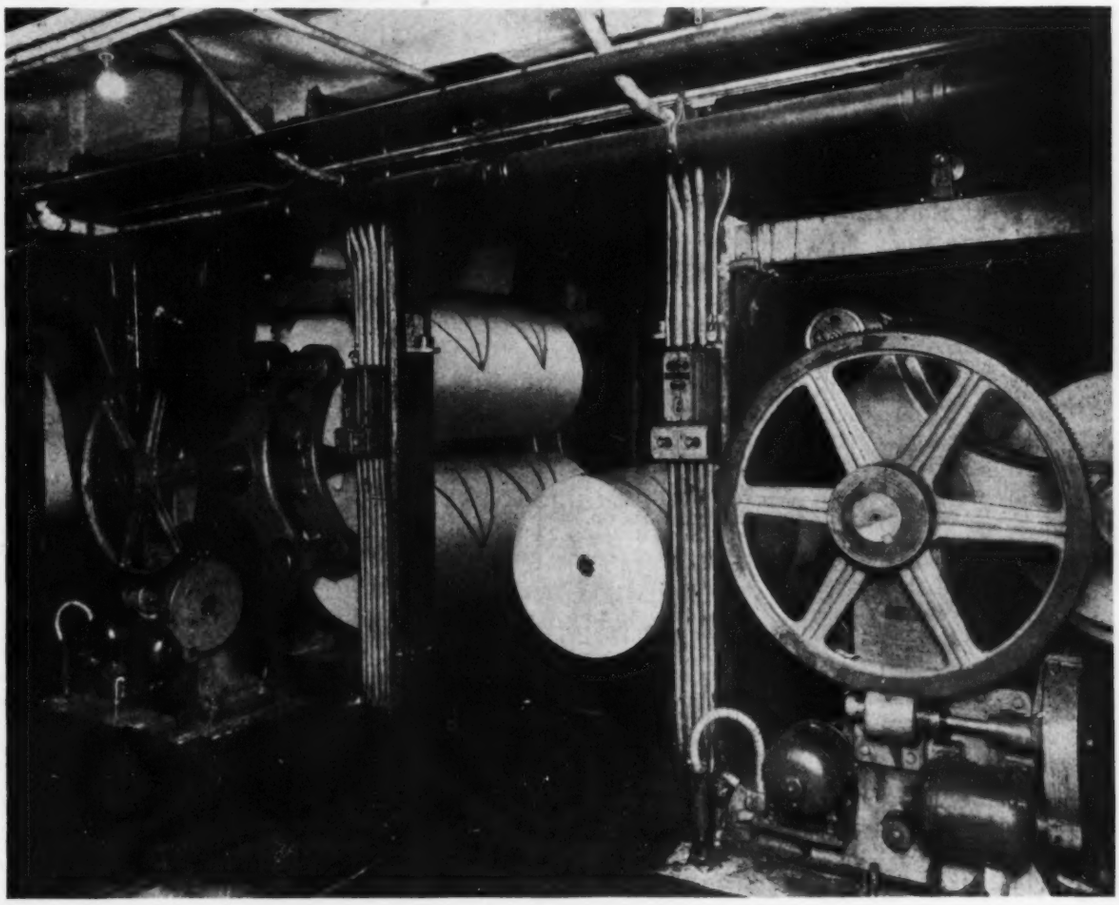
Foreign Advertising Representatives

PAUL BLOCK, Inc.

Park-Lexington Building, 247 Park Avenue, New York

Chicago **Detroit** **Philadelphia** **Boston**

KOHLER MAGAZINE REELS FOR GREATER PRODUCTION



The strongest endorsement of Kohler Magazine Reels is their use in the most progressive pressrooms in the United States.

Simplicity of design and trouble-free performance prove their superiority.

The modern publisher cannot afford to overlook the importance of Kohler Magazine Reels in the operation of his pressroom.

Fullest cooperation will be given in the designing of your new plant or the re-designing of the present one.

KOHLER BROTHERS

ENGINEERS AND MANUFACTURERS

CHICAGO
WRIGLEY BUILDING NORTH

NEW YORK
EVENING POST BUILDING

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 178)

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
	SOUTH DAKOTA								
Aberdeen	American	(m)	1,227	5,409	6,636	1,208	7,844	2	7,846
	News	(e)	2,997	1,166	4,163	493	4,656	3	4,659
	Total Daily	(me)	4,224	6,575	10,799	1,701	12,500	5	12,505
	Sunday ed.	(s)	3,140	6,503	9,643	1,682	11,325	4	11,329
Huron	*Huronite*	(e)	2,544	3,576	6,120	451	6,571	9	6,580
Mitchell	*Republican*	(e)	1,745	8,023	9,768	3,277	13,045	49	13,094
Sioux Falls	*Argus-Leader***	(e)	8,195	15,991	24,186	8,225	32,411	53	32,464
Watertown	*Public Opinion*	(e)	2,181	3,389	5,570	360	5,930	17	5,947
Yankton	*Press & Dakotan*	(e)	991	3,036	4,027	410	4,437	3	4,440
	TENNESSEE								
Chattanooga	*News*	(e)	22,968	8,387	31,335	2,858	34,213	92	34,305
	Times	(m)	21,407	10,522	31,929	3,943	35,872	471	36,343
	Sunday ed.	(s)	23,054	7,792	30,846	3,753	34,599	532	35,131
Clarksville	*Leaf-Chronicle*	(e)	1,179	893	2,072	345	2,417	...	2,417
Johnson City	Chronicle**	(n)	1,158	1,835	2,993	738	3,731	..	3,731
	*Staff-News***	(x)	3,104	1,173	4,277	411	4,688	...	4,688
	Total Daily	(me)	4,262	3,008	7,270	1,149	8,419	...	8,419
	Sunday ed.	(s)	3,899	2,682	6,581	1,089	7,670	...	7,670
Kingsport	*Times***	(x)	1,409	756	2,165	256	2,421	...	2,421
	Sunday ed.	(s)	1,507	815	2,322	261	2,583	38	2,621
Knoxville	*Journal***	(m)	14,818	17,974	32,792	4,213	37,005	249	37,254
	Sunday ed.	(s)	16,292	10,216	26,508	3,599	30,107	291	30,398
	*News-Sentinel***	(e)	22,493	13,230	35,723	3,593	39,316	...	39,316
	Sunday ed.	(s)	21,881	13,390	35,271	3,583	38,854	...	38,854
Memphis	Commercial Appeal	(m)	40,913	23,129	64,042	43,794	107,836	66	107,902
	Sunday ed.	(s)	50,976	27,708	78,684	62,716	141,400	6	141,406
	Appeal	(e)	31,791	24,345	56,136	12,346	68,482	2	68,484
	Total Daily	(me)	72,704	47,474	120,178	56,140	176,318	68	176,386
	Press-Scimitar	(e)	52,801	21,087	73,168	20,133	93,301	11	93,312
Nashville	*Banner*	(e)	28,478	29,613	58,091	4,613	62,704	...	62,704
	Sunday ed.	(s)	31,926	27,409	59,335	5,158	64,493	...	64,493
	Tennessean	(m)	28,799	18,055	46,854	4,502	51,356	600	51,956
	Tennessean	(e)	27,040	4,765	31,805	295	32,100	77	32,177
	Total Daily	(me)	55,839	22,820	78,659	4,797	83,456	677	84,133
	Sunday ed.	(s)	32,929	21,949	54,878	5,939	60,817	499	61,316
	TEXAS								
Amarillo	*Globe*	(x)	8,151	1,557	9,708	105	9,813	41	9,854
	News	(m)	6,715	9,189	15,904	1,558	17,462	95	17,557
	Sunday ed.	(s)	10,253	12,860	23,113	2,078	25,191	142	25,333
Austin	American	(m)	6,144	6,046	12,190	1,089	13,279	274	13,553
	Statesman	(e)	6,585	1,850	8,455	481	8,916	...	8,916
	Total Daily	(me)	12,729	7,896	20,625	1,570	22,195	274	22,469
	Sunday ed.	(s)	11,092	7,671	18,763	1,623	20,386	272	20,658
Beaumont	Enterprise	(m)	7,259	9,745	17,004	4,576	21,580	155	21,735
	Journal	(e)	8,712	4,422	13,134	730	13,864	18	13,882
	Total Daily	(me)	15,971	14,167	30,138	5,306	35,444	173	35,617
	Sunday ed.	(s)	11,501	14,567	26,068	6,365	32,433	152	32,585

(Continued on page 182)

1928 Was a Good Year
for HOUSTON and the CHRONICLE

Building permits for 1928 were $35,319,503, an increase over 1927 of $7,993,028.

Debits to individual accounts for 1928 were $2,312,756,969, an increase over 1927 of $209,104,357.

Real estate transfers for 1928 were $73,258,860, an increase over 1927 of $13,386,626.

During 1928 The Chronicle published 15,567,900 lines of advertising, which was a gain over 1927 of 522,254 lines, and which was more advertising than any other Texas newspaper published.

The Chronicle gained 331,140 lines in Local advertising, 164,626 lines in National advertising and 26,488 lines in Classified advertising.

The Chronicle is the only Houston newspaper that made a gain in each of the above classifications.

THE HOUSTON CHRONICLE

The Undisputed Leader in Its Field

Over One-Third More Circulation Than Any Other Houston Newspaper

Leads All Texas Newspapers in Advertising

JESSE H. JONES, *President* — C. B. GILLESPIE, *Vice-President-Editor* — G. J. PALMER, *Vice-President-Business Manager*

STEVE KELTON, *Assistant Business Manager* — R. W. McCARTHY, *Manager National Advertising*

JOHN M. BRANHAM COMPANY, *National Representatives*

FROM SEVEN TO SIXTY-TWO DEGREES IN ONE WEEK

That was the record of temperature in New York City for the business week beginning January 14th and ending January 19th inclusive. Think of the effect such a range of temperature has on pressroom equipment, particularly Composition Rollers. A soft Roller was required the first of the week, and a hard one the last of the week, necessitating changing of Rollers and loss of time. It was to combat such weather conditions that we developed our Duplex Rollers. They are not affected by sudden changes of weather, but have the same tacky, pliable surface that the regular composition Roller has; and which is so essential to clean cut presswork.

Duplex Rollers are cast by the same process as the regular composition Rollers, and can be made up and returned to the customer in ten days from receipt of stocks. It is not a case of weeks or months of waiting.

Once Duplex Rollers are placed in the press, they "stay put" until the Rollers are worn out. There is no additional expense for levelling or resurfacing. The first cost is the only cost.

We have five centrally located factories manufacturing Duplex Rollers. Order from the one nearest you.

BINGHAM BROTHERS COMPANY

Roller Makers

Allied Firm: Bingham & Runge Company, E. 12th St. & Power Ave., Cleveland, Ohio.

Founded 1849

MACHINE CAST PRINTERS' ROLLERS — TRADE MARK — ESTABLISHED 1849

New York, 406 Pearl St. — Baltimore, 131 Colvin St.

Philadelphia, 521 Cherry St. — Rochester, 980 Hudson Ave.

First in Dallas for 9 Consecutive Years

The Dallas Times Herald
in 1928 carried
15,290,792 Agate Lines
of
Advertising

Which Was

3,334,424 lines MORE than the next largest Dallas Daily (a morning paper), 9,936,869 lines MORE than the second afternoon paper and 10,703,609 lines MORE than the third afternoon paper. Figures compiled by De Lisser Bros.

THE LOCAL DISPLAY LEAD OF THIS NEWSPAPER WAS EVEN GREATER!
The Times Herald publishing
MORE Local Display Advertising than
Any TWO other Dallas Newspapers
COMBINED

In total and local volume of advertising carried The Times Herald is preeminently the acknowledged leader. This supreme superiority is virtually all inclusive. It includes dominating supremacy in practically every major classification.

For profitable coverage of the Dallas market it is wise to follow in the footsteps of successful advertisers, who year after year continue to place more advertising in The Times Herald than in any other Dallas newspaper, daily or Sunday.

The Total Circulation of The Times Herald Exceeds 61,000 Daily and Sunday

Dallas' Greatest Newspaper

THE TIMES HERALD

First in Dallas!

Represented Nationally by

THE S. C. BECKWITH SPECIAL AGENCY

New York Chicago St. Louis Kansas City
Detroit Atlanta Philadelphia San Francisco

Member 100,000 Group American Cities

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 180)

TEXAS—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Corpus Christi	Caller**	(m)	2,141	1,117	3,258	1,196	4,454	21	4,475
	Sunday ed.	(s)	2,546	1,182	3,728	1,290	5,018	21	5,039
Dallas	*Dispatch*	(e)	32,860	2,975	35,835	1,583	37,418	45	37,463
	Journal	(e)	27,125	6,681	33,806	6,282	40,088	...	40,088
	News	(m)	33,011	17,237	50,248	35,403	85,651	475	86,126
	Sunday ed.	(s)	38,354	19,888	58,242	45,067	103,309	517	103,826
Denton	*Record-Chronicle***	(e)	1,613	700	2,313	229	2,542	...	2,542
El Paso	*Herald*	(x)	9,386	8,397	17,783	1,294	19,077	51	19,128
	Saturday ed.	(y)	10,905	9,900	20,805	1,355	22,160	...	22,160
	Post	(e)	14,010	6,037	20,047	383	20,430	15	20,445
	Times	(m)	7,781	4,379	12,160	658	12,818	198	13,016
	Sunday ed.	(s)	12,239	5,926	18,165	876	19,041	383	19,424
Fort Worth	*Press*	(e)	24,742	5,792	30,534	1,333	31,867	6	31,873
	Record-Telegram	(m)	18,965	9,180	28,145	1,492	29,637	530	30,167
	Star-Telegram	(e)	29,693	15,303	44,996	65,909	110,905	188	111,093
	Sunday ed.	(s)	31,231	18,554	49,785	81,579	131,364	120	131,484
Galveston	News**	(m)	7,465	1,017	8,482	1,741	10,223	...	10,223
	*Tribune***	(e)	7,438	559	7,997	345	8,342	...	8,342
	Total Daily	(me)	14,903	1,576	16,479	2,086	18,565	...	18,565
	Sunday ed.	(s)	10,002	1,262	11,264	2,015	13,279	...	13,279
Houston	*Chronicle*	(e)	37,473	4,423	41,896	43,542	55,438	73	85,511
	Sunday ed.	(s)	42,157	5,399	47,556	49,740	97,296	63	97,359
	Post-Dispatch	(m)	35,596	4,612	40,208	26,708	66,916	133	67,029
	Sunday ed.	(s)	37,576	4,730	42,306	28,619	70,925	121	71,046
Port Arthur	*Press*	(e)	37,115	1,779	38,894	6,101	44,995	54	45,049
	News	(e)	7,072	.....	7,072	743	7,815	39	7,854
	Sunday ed.	(s)	7,300	.....	7,300	785	8,085	42	8,127
San Antonio	Express	(m)	15,765	.....	15,765	21,635	37,400	363	37,763
	News	(e)	29,743	.....	29,743	11,325	41,068	...	41,068
	Total Daily	(me)	45,508	.....	45,508	32,960	78,468	363	78,831
	Sunday ed.	(s)	32,175	.....	32,175	30,164	62,339	541	62,880
	Light	(e)	28,661	.....	28,661	10,025	38,684	20	38,704
	Sunday ed.	(s)	36,744	.....	36,744	28,755	65,499	10	65,509
Sherman	*Democrat***	(e)	3,003	1,801	4,804	342	5,146	77	5,223
Temple	Telegram	(m)	1,966	4,519	6,485	2,171	8,656	275	8,931
	Sunday ed.	(s)	2,189	4,645	6,834	2,212	9,046	294	9,340
Texarkana	Gazette**	(m)	4,719	5,514	10,233	195	10,428	...	10,428
	Sunday ed.	(s)	4,956	5,777	10,733	194	10,927	...	10,927
	*News***	(e)	1,159	195	1,354	.....	1,354	...	1,354
	Total Daily	(me)	5,878	5,709	11,587	195	11,782	...	11,782
Waco	News-Tribune	(m)	7,568	.....	7,568	13,473	21,041	151	21,192
	Times-Herald	(e)	5,635	.....	5,635	4,498	10,133	...	10,133
	Total Daily	(me)	13,203	.....	13,203	17,971	31,174	151	31,325
	Sunday ed.	(s)	11,892	.....	11,892	16,729	28,621	151	28,772
Wichita Falls	Record-News	(m)	5,683	8,657	14,340	6,471	20,811	107	20,918
	Times	(e)	9,292	8,529	17,821	5,981	23,802	...	23,802
	Sunday ed.	(s)	14,975	17,186	32,161	12,452	44,613	107	44,720
	Total Daily	(me)	11,095	16,725	27,820	12,505	40,325	85	40,410

UTAH

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Ogden	*Standard-Examiner*	(e)	7,182	2,473	9,655	1,098	10,753	9	10,762
	Sunday ed.	(s)	7,526	2,576	10,102	1,253	11,355	23	11,378

(Continued on page 184)

Gains-

Year after Year The Salt Lake Tribune increases its linage and circulation.

1928 Advertising Linage

12,227,558

a gain of 434,532 lines

Total Net Paid Circulation three months ending December 31, 1928

Daily	Sunday
47,324	**71,447**

Member 100,000 Group of American Cities

The Salt Lake Tribune

Eastern Representatives
The S. C. Beckwith Special Agency
New York—Chicago—Philadelphia—Detroit
St. Louis—Kansas City—Atlanta

Pacific Coast Representatives
M. C. Mogensen & Co., Inc.
San Francisco—Los Angeles
Portland—Seattle

The Bellingham Herald won leadership in Northwestern Washington through service. Its faith in its territory is attested by its own investment of more than a half million dollars in a modern home and in an especially well equipped plant.

The confidence which local advertisers have in The Herald is shown in the fact that of all space users eighty-six percent used The Herald exclusively last year. Without an exception these renewed contracts for 1929, many for increased space.

Local advertisers who are not exclusive in The Herald, contract with The Herald for larger space than in another local daily. The exceptions are three accounts which The Herald deems unattractive.

The Herald leads in all civic enterprises and has the unquestioned prestige of newspaper readers in a rapidly developing territory containing an estimated population of one hundred fifty thousand.

Bellingham's building program for 1929 will exceed all other years and is fourth in Washington state.

A twenty-two percent increase in national advertising for last year followed satisfactory experience of users of space in The Herald the previous year.

Published in a fine industrial city of 40,000 and distributed in one of the most highly developed dairy, poultry and small fruit producing sections of the Northwest.

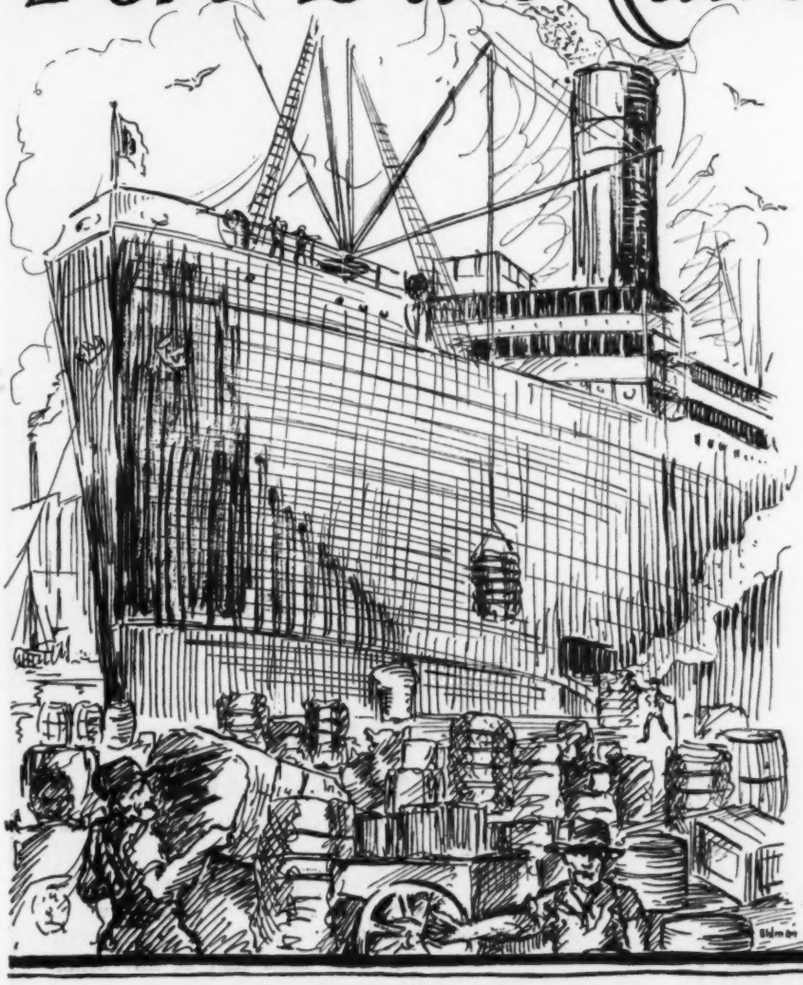
THE BELLINGHAM HERALD

BELLINGHAM, WASH.

VERREE and CONKLIN, *National Representatives*

New York Chicago Detroit San Francisco

Galveston The Southwest's Greatest Shipping Port is a National Market



As an index to the buying power of this market, consider these Galveston statistics for the year 1928:

Bank clearings, $1,806,705,000
Total cargo tonnage, 6,000,000
Steamships in and out, 2,400
Export values $350,000,000.

Galveston's importance as a seaport is due to its location as the natural outlet for the greatest reservoir of exportable raw materials in the United States. This port leads the world in the exportation of cotton and sulphur; in grain exports it is foremost among gulf ports.

To the buying power of a prosperous and cosmopoltan citizenry is added the expenditures of a numerous and high class tourist clientele, brought to Galveston summer and winter by resort attractions unequalled in the Southwest.

JOHN BUDD COMPANY

National Advertising Representatives

The GALVESTON NEWS & TRIBUNE

(Since 1842) MORNING — EVENING — (Since 1880) SUNDAY

1928 Advertising Lineage

Total Lineage Galveston News and Tribune	11,140,018
Increase Over 1927	689,256

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 182*)

UTAH—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Salt Lake City	*Deseret News***	(e)	12,414	6,794	19,208	18,168	37,376	59	37,435
	*Telegram***	(e)	13,106	3,363	16,469	5,304	21,773	...	21,773
	Sunday ed.	(s)	14,537	4,089	18,626	6,423	25,049	...	25,049
	Tribune**	(m)	18,074	6,254	24,328	20,634	44,962	64	45,026
	Sunday ed.	(s)	26,419	9,964	36,383	32,318	68,701	117	68,818

VERMONT

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Barre	*Times*	(e)	2,711	3,716	6,427	995	7,422	7	7,429
Burlington	Free Press	(m)	4,018	9,402	13,421	2,580	16,000	9	16,009
	News	(e)	3,203	1,427	4,630	91	4,721	4	4,725
Rutland	Herald	(m)	3,267	7,844	11,111	1,218	12,329	6	12,335

VIRGINIA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Bristol	Herald-Courier**	(m)	3,059	3,024	6,083	2,846	8,929	...	8,929
	*News-Bulletin***	(e)	2,600	688	3,288	465	3,753	...	3,753
	Total Daily	(me)	5,659	3,712	9,371	3,311	12,682	...	12,682
	Sunday ed.	(s)	4,027	3,522	7,549	3,351	10,900	...	10,900
Clifton Forge	*Review***	(e)	1,090	204	1,294	91	1,385	7	1,392
Danville	Register	(m)	1,286	3,222	4,508	703	5,211	...	5,211
	Bee	(e)	7,047	4,098	11,145	276	11,421	...	11,421
	Total Daily	(me)	8,333	7,320	15,653	979	16,632	...	16,632
	Sunday ed.	(s)	4,127	5,819	9,946	811	10,757	...	10,757
Harrisonburg	*News-Record***	(e)	1,084	5,420	6,324	889	7,213	...	7,213
Lynchburg	News**	(n)	2,707	4,022	6,729	2,387	9,116	...	9,116
	*Advance***	(e)	6,744	169	6,913	45	6,958	13	6,971
	Total Daily	(me)	9,451	4,191	13,642	2,432	16,074	13	16,087
	Sunday ed.	(s)	4,218	4,053	8,271	2,440	10,711	...	10,711
Newport News	Press	(n)	2,137	3,360	5,497	241	5,738	113	5,851
	Times-Herald	(e)	6,106	2,205	8,311	63	8,374	74	8,448
	Total Daily	(me)	8,243	5,565	13,808	304	14,112	187	14,299
	Sunday ed.	(s)	4,574	4,737	9,311	261	9,572	287	9,859
Norfolk	*Ledger-Dispatch*	(e)	32,530	6,204	38,738	5,664	44,398	27	44,425
	Virginian-Pilot	(m)	28,208	8,160	36,368	7,446	43,814	793	44,607
	Sunday ed.	(s)	30,243	8,011	38,254	6,975	45,229	437	45,666
Richmond	*News-Leader*	(e)	50,435	6,667	57,012	11,766	68,788	...	68,788
	Times-Dispatch	(m)	33,311	8,033	41,344	20,941	62,285	...	62,285
	Sunday ed.	(s)	34,995	8,221	43,216	21,862	65,078	...	65,078
Roanoke	Times**	(m)	4,591	4,403	8,994	7,518	16,512	298	16,810
	*World-News***	(e)	12,648	1,966	14,614	642	15,256	5	15,261
	Total Daily	(me)	17,239	6,369	23,608	8,160	31,768	303	32,071
	Sunday ed.	(s)	7,747	4,508	12,255	7,505	19,760	299	20,059
Staunton	News-Leader	(n)	669	3,765	4,434	574	5,008	80	5,088
	Leader	(e)	2,100	42	2,142	125	2,267	...	2,267
	Total Daily	(me)	2,769	3,807	6,576	699	7,275	80	7,355
	Sunday ed.	(s)	971	3,801	4,772	588	5,360	77	5,437
Winchester	*Star***	(e)	1,892	1,987	3,879	817	4,696	...	4,696

WASHINGTON

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Aberdeen	*World*	(e)	4,351	2,911	7,262	270	7,532	37	7,569
Centralia	*Chronicle*	(e)	2,451	995	3,356	105	3,461	1	3,462
Ellensburg	*Record*	(e)	1,295	1,130	2,425	221	2,646	40	2,686
Everett	*Herald*	(e)	7,869	6,385	14,254	416	14,670	...	14,670
Kelso	*Kelsonian-Tribune*	(e)	1,150	519	1,669	524	2,193	19	2,212
Longview	*News*	(e)	3,752	969	4,721	518	5,239	5	5,244
Mt. Vernon	*Herald*	(e)	841	2,537	3,378	633	4,011	...	4,011
Port Angeles	*News*	(e)	2,123	209	2,332	112	2,444	...	2,444
Seattle	Post-Intelligencer	(m)	54,266	12,632	66,898	30,982	97,880	207	98,087
	Sunday ed.	(s)	60,692	16,276	76,968	78,117	155,085	98	155,183
	Star	(e)	51,304	14,797	66,101	26,078	92,179	...	92,179
	Times	(e)	65,700	13,014	78,714	16,302	95,016	181	95,197
	Sunday ed.	(s)	68,727	17,970	86,697	36,141	122,838	92	122,930
Spokane	*Chronicle*	(e)	25,511	15,130	40,641	1,391	42,032	165	42,197
	Press	(e)	10,785	7,476	18,261	1,496	19,757	172	19,929
	Spokesman-Review	(m)	18,576	24,860	43,336	6,982	50,418	131	50,549
	Sunday ed.	(s)	25,414	25,204	50,618	8,678	59,296	109	59,405
Tacoma	Ledger	(m)	13,128	5,142	18,270	2,814	21,084	388	21,472
	Sunday ed.	(s)	18,730	8,237	26,967	2,957	29,924	708	30,632
	News-Tribune	(e)	21,820	11,032	32,852	3,908	36,760	10	36,770
	Times	(e)	16,034	5,031	21,065	1,473	22,538	...	22,538
Vancouver	*Columbian*	(e)	2,503	1,011	3,514	329	3,843	72	3,915
Walla Walla	*Bulletin*	(e)	3,524	2,250	5,774	740	6,514	111	6,625
	Sunday ed.	(s)	3,396	2,249	5,645	761	6,406	109	6,515
	Union	(m)	1,439	988	2,427	237	2,664	1,209	3,873
	Sunday ed.	(s)	1,482	1,006	2,488	251	2,739	465	3,204
Wenatchee	*World*	(e)	2,837	3,465	6,302	2,839	8,691	13	8,704
Yakima	Herald	(m)	1,384	5,069	6,453	224	6,677	20	6,697
	Sunday ed.	(s)	5,459	5,893	11,352	259	11,611	15	11,626
	Republic	(e)	5,497	1,274	6,771	230	7,001	...	7,001

WEST VIRGINIA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Bluefield	Telegraph**	(n)	3,648	7,985	11,633	997	12,630	5	12,635
	*Sunset News***	(e)	1,539	993	2,532	312	2,844	1	2,845
	Total Daily	(me)	5,187	8,978	14,165	1,309	15,474	6	15,480
	Sunday ed.	(s)	4,590	11,304	15,894	1,331	17,225	1	17,226
Charleston	Gazette**	(m)	8,809	11,682	20,491	5,470	25,961	2	25,963
	Sunday ed.	(s)	9,590	14,418	24,008	5,971	29,979	2	29,981
Clarksburg	Exponent	(n)	4,207	6,040	10,247	3,275	13,522	7	13,529
	Telegram	(e)	6,709	7,355	14,064	2,577	16,641	8	16,649
	Sunday ed.	(s)	8,616	13,599	22,215	6,457	28,672	...	28,672
Fairmont	Times	(m)	3,050	2,635	5,685	614	6,299	18	6,317
	West Virginian	(e)	3,421	2,988	6,409	229	6,638	22	6,660
	Total Daily	(me)	6,471	5,623	12,094	843	12,937	40	12,977
	Sunday ed.	(s)	4,467	2,815	7,282	508	7,790	6	7,796
Huntington	Herald-Dispatch**	(m)	7,998	3,582	11,580	2,301	13,881	...	13,881
	*Advertiser***	(e)	11,212	1,880	13,092	256	13,348	1	13,349
	Total Daily	(me)	18,210	5,462	24,672	2,557	27,229	1	27,230
	Sunday ed.	(s)	14,059	4,671	18,730	2,184	20,914	...	20,914
Martinsburg	*Journal***	(e)	2,903	1,983	4,886	611	5,497	3	5,500
Morgantown	New Dominion	(m)	3,151	2,606	5,757	1,141	6,898	289	7,187
	Post	(e)	3,739	1,907	5,709	462	6,171	276	6,447
Parkersburg	News	(m)	3,911	1,685	5,596	2,669	8,265	8	8,273
	Sunday ed.	(s)	5,118	1,744	6,862	2,628	9,490	6	9,496
	Sentinel	(e)	6,854	1,940	8,794	1,850	10,644	2	10,646
Wheeling	Intelligencer**	(m)	3,961	5,639	9,600	2,560	12,160	...	12,160
	*News***	(e)	11,960	2,882	14,842	645	15,487	...	15,487
	Sunday ed.	(s)	10,584	8,225	18,809	1,170	19,979	...	19,979
	Register**	(m)	5,280	4,082	9,362	2,554	11,916	...	11,916
	Sunday ed.	(s)	6,003	2,716	8,719	1,441	10,160	...	10,160

WISCONSIN

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Appleton	*Post-Crescent*	(e)	5,850	7,445	13,295	1,154	14,449	10	14,459
Beloit	*News*	(e)	6,376	2,973	9,349	408	9,757	3	9,760
Chippewa Falls	*Herald-Telegram*	(e)	2,160	2,697	4,857	389	5,246	...	5,246
Eau Claire	Leader	(m)	2,357	5,802	8,159	588	8,747	4	8,747
	Telegram	(e)	3,423	631	4,054	86	4,140	2	4,142
	Sunday ed.	(s)	2,399	5,829	8,228	587	8,815	...	8,815
Fond du Lac	*Commonwealth-Reporter*	(e)	5,935	5,734	11,669	3,031	14,700	3	14,703
Green Bay	*Press-Gazette*	(e)	9,085	7,236	16,321	1,194	17,515	1	17,516
Janesville	*Gazette*	(e)	5,435	7,997	13,432	326	13,758	4	13,762
Kenosha	*News*	(e)	9,827	846	10,673	425	11,098	27	11,125
La Crosse	*Tribune & Leader-Press*	(e)	7,867	5,370	13,237	720	13,957	8	13,965
	Sunday ed.	(s)	7,231	5,314	12,545	732	13,277	10	13,287
Madison	*Capital News***	(e)	9,212	13,131	22,343	3,944	26,287	779	27,066
	Sunday ed.	(s)	7,687	11,002	18,689	3,365	22,054	805	22,859
	*State Journal***	(e)	12,287	11,584	23,871	2,239	26,110	13	26,123
	Sunday ed.	(s)	11,135	11,556	22,691	2,243	24,934	...	24,934
Manitowoc	*Herald-News*	(e)	3,376	3,341	6,717	508	7,225	2	7,227
	Times	(e)	1,985	2,313	4,298	167	4,465	...	4,465
Milwaukee	*Journal*	(e)	97,752	38,431	136,183	29,195	165,378	104	165,482
	Sunday ed.	(s)	83,132	49,403	132,535	65,499	198,034	9	198,043
	Sentinel	(m)	43,238	14,516	57,754	16,608	74,362	823	75,185
	Sunday ed.	(s)	57,168	35,838	93,006	83,183	176,189	366	176,555
	Wisconsin News	(e)	67,530	22,086	89,616	21,094	110,710	344	111,054
Monroe	*News*	(e)	1,227	1,692	2,919	322	3,241	1	3,242
Neenah	*News-Times***	(e)	1,792	83	1,875	38	1,913	...	1,913
Oshkosh	*Northwestern***	(e)	9,885	4,277	14,162	1,016	15,178	9	15,187
Racine	*Journal-News***	(e)	9,421	2,419	11,840	657	12,497	...	12,497
	*Times-Call***	(e)	8,391	1,897	10,288	229	10,517	...	10,517
Sheboygan	*Press*	(e)	8,409	6,858	15,267	381	15,648	18	15,666
Superior	*Telegram*	(e)	8,129	7,315	15,444	5,629	21,073	56	21,129
Wausau	*Record-Herald*	(e)	5,472	3,491	8,693	276	9,239	3	9,242

WYOMING

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Casper	Tribune-Herald**	(m)	1,612	292	1,904	782	2,686	...	2,686
	*Tribune-Herald***	(e)	3,878	462	4,340	862	5,202	...	5,202
	Total Daily	(me)	5,490	754	6,244	1,644	7,888	...	7,888
	Sunday ed.	(s)	4,633	732	5,365	1,671	7,036	...	7,036
Cheyenne	*Tribune-Leader*	(e)	3,801	721	4,522	1,937	6,459	61	6,520
Sheridan	*Post-Enterprise***	(e)	1,742	1,458	3,200	842	4,042	3	4,045
	Sunday ed.	(s)	1,844	1,526	3,370	1,084	4,454	4	4,458

DOMINION OF CANADA

ALBERTA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Calgary	Albertan**	(m)	6,470	6,193	12,663	1,502	14,165	248	14,413
	*Herald***	(e)	16,347	10,143	26,490	1,038	27,528	6	27,534
Edmonton	*Bulletin***	(e)	8,503	5,748	14,251	651	14,866	7	14,873
	*Journal***	(e)	15,352	13,692	29,044	682	29,726	3	29,729
Lethbridge	*Herald***	(e)	2,655	3,253	5,908	454	6,362	1	6,363
Medicine Hat	*News***	(e)	1,483	99	1,582	120	1,702	...	1,702

BRITISH COLUMBIA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
Nelson	News	(m)	1,147	3,283	4,430	169	4,599	2	4,601
Prince Rupert	*News*	(e)	1,012	549	1,561	148	1,709	15	1,724
Vancouver	*Sun*	(e)	38,791	8,165	46,956	22,134	69,090	37	69,147
	Province	(e)	45,345	8,521	53,866	24,840	78,706	118	78,824
	Sunday ed.	(s)	52,175	9,820	61,995	28,209	90,204	123	90,327
	Star	(m)	11,282	2,839	14,121	6,359	20,480	295	20,775
Victoria	Colonist	(n)	6,889	2,126	9,015	2,336	10,351	11	10,362
	Sunday ed.	(s)	9,366	2,184	11,550	1,379	12,929	72	13,001
	Times	(e)	7,625	1,400	9,025	452	9,477	168	9,645

NEW BRUNSWICK

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
St. John	Telegraph-Journal	(m)	3,865	.....	3,865	14,440	18,305	27	18,332
	Times-Globe	(e)	12,561	.....	12,561	1,556	14,117	12	14,129
	Total Daily	(me)	16,426	.....	16,426	15,996	32,422	39	32,461

(*Continued on page 186*)

NOVA SCOTIA . . .

A HIGHLY REMUNERATIVE MARKET!

Following years of industrial depression 1928 saw the turning of the tide . . . business has improved . . . more new construction is in progress than since war time days . . . a more hopeful feeling prevails.

Sharing in this improved condition

THE HALIFAX CHRONICLE
AND
THE HALIFAX DAILY STAR

are in a unique position to serve the national advertiser.

They reach the prosperous homes of Nova Scotia. They are essentially home papers . . . with a paid-in-advance, home-delivered circulation greater than that of any other Nova Scotia paper.

The Chronicle-Star audience . . . a highly responsive one . . . is reached by The Chronicle-Star alone.

Net paid circulation now exceeds 33,000

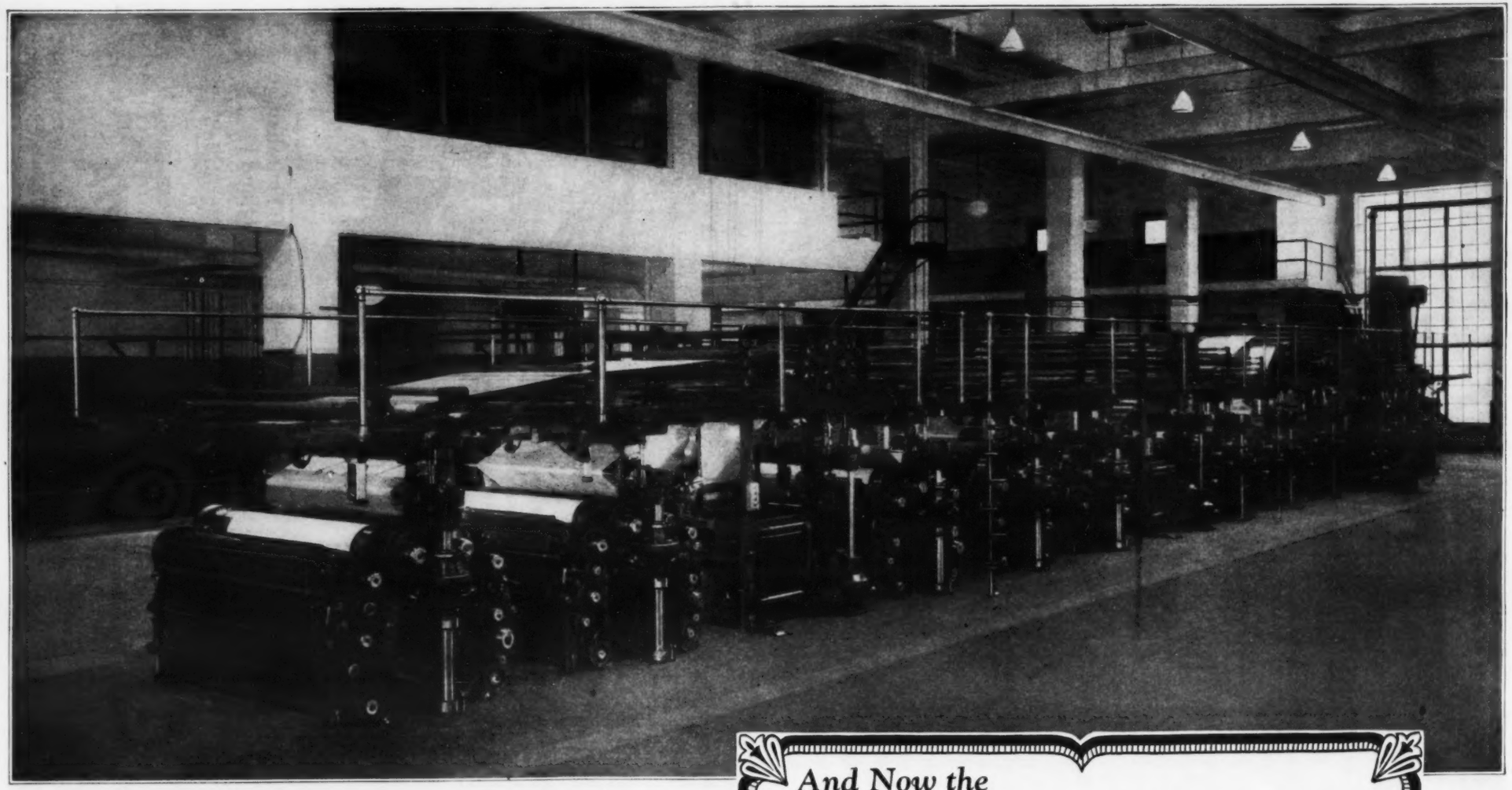
THE HALIFAX CHRONICLE
AND
THE HALIFAX DAILY STAR

"The Home Newspapers of Nova Scotia"

F. W. THOMPSON
100 King St., W., Toronto

Representatives

W. J. CROWLEY
210 St. James St., Montreal



Evidence of Goss Leadership

GOSS

STRAIGHT GOSS HIGH SPEED LINE

THE GOSS PRINTING PRESS COMPANY

Main Office and Factories, CHICAGO, ILL.

NEW YORK OFFICE
220 West Forty-Second Street

SAN FRANCISCO OFFICE
707 Call Building

The Goss Printing Press Company of England, Ltd., London

And Now the

SYRACUSE HERALD

THE installation of this latest type 10-unit Goss High Speed Low Construction Press (equipped with 3 Pair of Goss Imperial Folders) brings the Syracuse Herald into the ranks of the world's most modernly printed newspapers.

This equipment is of the type also recently installed in the offices of many other dominant newspapers. Goss Presses are the outstanding choice of successful publishers everywhere. To put "the winged word" into print, better—faster: Goss Presses.

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 184*)

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
NOVA SCOTIA									
Halifax	Herald	(m)	3,013	.....	3,013	19,549	22,562	104	22,666
	Mail	(e)	11,632	.....	11,632	6,495	18,127	8	18,135
	Total Daily	(me)	14,645	.....	14,645	26,044	40,869	112	40,801
	Chronicle	(m)	2,936	.....	2,936	10,882	13,818	23	13,841
	Star	(e)	5,461	.....	5,461	10,370	15,831	...	15,831
	Total Daily	(me)	8,397	.....	8,397	21,252	29,649	23	29,672
Sydney	Post	(m)	1,183	1,298	2,481	753	3,234	15	3,249
	Post	(e)	1,235	1,232	2,467	80	2,547	26	2,573
	Total Daily	(me)	2,418	2,530	4,948	833	5,781	41	5,822
ONTARIO									
Brantford	*Expositor*	(e)	6,957	3,670	10,627	321	10,948	6	10,954
	Recorder	(e)	2,204	1,791	3,995	430	4,425	2	4,427
Chatham	*News*	(e)	3,359	3,124	6,483	249	6,732	41	6,773
Ft. William	*Times-Journal*	(e)	5,333	609	5,942	509	6,451	12	6,463
Galt	*Reporter*	(e)	3,958	958	4,916	156	5,072	16	5,088
Guelph	*Mercury*	(e)	4,534	886	5,422	314	5,736	3	5,739
Hamilton	*Herald*	(e)	8,707	3,651	12,358	2,056	14,414	9	14,423
	Spectator	(e)	28,612	5,933	34,545	2,433	36,978	29	37,007
Kingston	*Whig-Standard*	(e)	5,285	5,357	10,642	934	11,576	17	11,593
Kitchener	*Record*	(e)	7,429	1,764	9,193	352	9,545	4	9,549
Lindsay	*Post*	(e)	1,329	1,421	2,750	726	3,476	3	3,479
London	Advertiser	(m)	884	11,531	12,415	3,399	15,814	19	15,833
	Advertiser	(e)	3,067	848	3,915	77	3,992	...	3,992
	Total Daily	(me)	3,951	12,379	16,330	3,476	19,806	19	19,825
	Free Press	(m)	2,554	15,797	18,351	8,353	26,704	7	26,711
	Free Press	(e)	14,033	947	14,980	168	15,148	2	15,140
	Total Daily	(me)	16,587	16,744	33,331	8,521	41,852	9	41,861
Oshawa	*Times*	(e)	4,189	565	4,754	201	4,955	1	4,956
Ottawa	Citizen	(m)	4,758	2,505	7,263	573	7,836	1	7,837
	Citizen	(e)	20,177	2,954	23,131	1,029	24,160	3	24,163
	Total Daily	(me)	24,935	5,459	30,394	1,602	31,996	4	32,000
	Journal	(m)	2,132	2,776	4,908	3,007	7,915	15	7,930
	Journal	(e)	14,856	7,860	22,716	1,323	24,039	33	24,072
	Total Daily	(me)	16,988	10,636	27,624	4,330	31,954	48	32,002
	Le Droit	(e)	6,755	1,989	8,744	3,734	12,478	56	12,534
Owen Sound	*Sun-Times*	(e)	2,500	3,420	5,920	331	6,251	3	6,254
Peterborough	*Examiner*	(e)	4,974	1,679	6,653	923	7,576	2	7,578
Port Arthur	*News-Chronicle*	(e)	3,810	547	4,357	209	4,566	...	4,566
Sarnia	*Observer***	(e)	4,093	1,787	5,880	181	6,061	27	6,088
Sault Ste. Marie	*Star*	(e)	4,169	1,505	5,674	453	6,127	...	6,127
Stratford	*Beacon-Herald*	(e)	3,784	2,622	6,406	2,260	8,666	71	8,737
St. Catharines	*Standard*	(e)	6,122	3,125	9,247	692	9,939	3	9,942
St. Thomas	*Times-Journal*	(e)	4,194	3,553	7,747	756	8,503	..	8,503
Toronto	Globe	(m)	31,202	16,552	47,754	52,319	100,073	63	100,136
	Mail & Empire	(m)	63,655	16,162	79,817	35,106	114,923	485	115,408
	Star	(e)	105,018	27,220	132,238	37,848	170,086	39	170,125
	Sunday ed.	(s)	116,813	33,317	150,130	47,722	197,852	212	198,064
	Telegram	(e)	116,088	6,886	122,974	4,947	127,921	17	127,938
Windsor	*Border Cities Star*	(e)	23,975	7,040	31,015	1,989	33,004	6	33,010
Woodstock	*Sentinel-Review*	(e)	3,679	1,765	5,444	590	6,034	1	6,035
MANITOBA									
Winnipeg	Free Press	(m)	8,889	234	9,123	15,303	24,426	78	24,504
	Free Press Bulletin	(e)	31,202	2,375	33,577	12,410	45,987	180	46,167
	Total Daily	(me)	40,091	2,609	42,700	27,713	70,413	258	70,671
	Tribune	(e)	23,484	1,758	25,242	13,239	34,481	217	38,698
PRINCE EDWARD ISLAND									
Charlottetown	Guardian	(m)	1,112	3,401	4,513	538	5,101	9	5,110
	Patriot	(e)	1,685	1,899	3,584	203	3,787	134	3,921
QUEBEC									
Chicoutimi	*Progres du Saguenay*	(e)	1,649	4,617	6,266	1,166	7,432	...	7,432
Montreal	Gazette	(m)	28,877	786	29,663	8,547	38,210	15	38,225
	Herald	(x)	11,004	75	11,079	906	11,985	811	12,796
	Saturday ed.	(y)	5,885	69	5,954	945	6,899	...	6,899
	La Patrie	(e)	.....	.....	.....	.....	.....	...	.....
	Canada ed.	(x)	12,195	2,645	14,840	9,317	24,157	...	24,157
	U. S. ed.	(x)	.....	.....	.....	3,125	3,125	...	3,125
	Total, Monday to Friday	(x)	12,195	2,645	14,840	12,442	27,282	...	27,282
	Canada ed.	(y)	25,013	3,464	28,477	19,413	47,890	...	47,890
	U. S. ed.	(y)	.....	.....	.....	2,899	2,899	...	2,899
	Saturday ed.	(y)	25,013	3,464	28,477	22,312	50,789	...	50,789
	La Presse	(e)							
	Le Canada	(m)	9,849	531	10,380	950	11,330	...	11,330
	Le Devoir	(e)	5,458	1,365	6,823	5,896	12,719	27	12,746
	Petit Journal	(s)	34,520	569	35,089	7,816	42,905	...	42,905
	Standard	(y)	52,745	439	53,184	54,592	107,776	12	107,788
	Star	(e)	91,301	2,750	94,051	24,201	118,252	23	118,273
Quebec	*Chronicle-Telegraph*	(e)	5,146	216	5,362	1,023	6,385	5	6,390
	L'Action Catholique	(x)	4,772	1,467	6,239	11,400	17,639	5	17,644
	Saturday ed.	(y)	4,927	1,471	6,398	21,664	28,062	38	28,100
	Le Soleil	(e)	19,585	3,080	22,665	23,054	45,719	...	45,719
	L'Evenement	(m)	10,593	1,021	11,614	9,018	20,632	2	20,634
Sherbrooke	*La Tribune*	(e)	2,401	4,316	6,717	1,862	8,579	...	8,579
	Record	(e)	2,139	4,164	6,303	3,122	9,425	8	9,433
SASKATCHEWAN									
Prince Albert	*Herald*	(e)	1,673	877	2,550	155	2,705	...	2,705
Moose Jaw	Herald**	(m)	45	2,127	2,172	155	2,327	...	2,327
	*Times***	(e)	4,164	127	4,291	241	4,532	2	4,534
	Total Daily	(me)	4,209	2,254	6,463	396	6,859	2	6,861
Regina	Leader**	(m)	5,396	8,131	13,527	10,850	24,377	53	24,430
	*Post***	(e)	5,980	789	6,769	621	7,390	1	7,391
	Total Daily	(me)	11,376	8,920	20,296	11,471	31,767	54	31,821
Saskatoon	Phoenix	(m)	1,301	1,254	2,555	80	2,635	...	2,635
	Star	(e)	7,545	12,487	20,032	1,779	21,811	274	22,085
	Total Daily	(me)	8,846	13,741	22,587	1,859	24,446	274	24,720

FOREIGN LANGUAGE NEWSPAPERS

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
CALIFORNIA									
Los Angeles	La Opinion	(m)	4,470	1,078	5,548	5,521	11,069	...	11,069
	Sunday ed.	(s)	5,221	1,219	6,440	5,700	12,140	...	12,140
ILLINOIS									
Chicago	*Abendpost*	(e)	36,643	4,923	41,566	5,759	47,325	19	47,344
	Sunday ed.	(s)	29,467	3,831	33,298	4,300	37,598	...	37,598
	Polish Zgoda	(e)	27,124	3,881	31,005	6,837	37,842	75	37,917
	Jewish Forward	(m)	18,137	743	18,880	20,503	39,383	...	39,383
	Saturday ed.	(y)	18,893	743	19,636	20,398	40,034	...	40,034
	Sunday ed.	(s)	17,856	758	18,614	22,304	40,918	...	40,918
MICHIGAN									
Detroit	*Polish Record*	(e)	19,484	726	20,210	570	20,780	...	20,780
NEW HAMPSHIRE									
Manchester	*L'Avenir National*	(e)	2,799	396	3,915	485	3,680	3	3,683
NEW YORK									
Brooklyn	Nordisk Tidende	(t)	8,147	309	8,456	3,471	11,927	...	11,927
New York	*Atlantis*	(e)	3,244	513	3,757	8,492	12,249	...	12,249
	Sunday ed.	(s)	2,815	510	3,325	8,728	12,053	...	12,053
	Corriere d'America	(m)	36,943	4,913	41,856	14,505	56,361	8	56,369
	Sunday ed.	(s)	37,327	5,317	42,644	15,449	58,093	...	58,093
	Day	(x)	51,893	4,206	56,101	24,047	80,148	...	80,148
	Saturday ed.	(y)	61,511	4,403	65,914	24,259	90,173	...	90,173
	Sunday ed.	(s)	57,536	4,392	61,928	24,334	86,262	...	86,262
	Progresso Italo-Americano	(m)	41,154	9,294	50,448	33,289	83,737	...	83,737
	Sunday ed.	(s)	52,184	10,360	62,544	39,770	102,314	...	102,314
	Forward	(x)	89,001	9,745	98,746	40,892	139,638	...	139,638
	Saturday ed.	(y)	107,150	9,225	116,375	41,642	158,017	...	158,017
	Sunday ed.	(s)	95,793	9,573	105,366	48,800	154,166	...	154,166
	Jewish Morning Journal	(m)	69,742	5,020	74,762	19,646	94,408	...	94,408
	Sunday ed.	(s)	57,955	4,838	62,793	18,417	81,210	...	81,210
	La Prensa	(m)	9,504	1,309	10,813	4,197	15,010	146	15,156
	Nowy Swiat	(m)	8,428	3,493	11,921	3,929	15,850	...	15,850
	Sunday ed.	(s)	8,178	3,978	12,156	2,616	14,772	...	14,772
	Staats-Zeitung	(m)	38,098	9,055	47,153	6,557	53,710	...	53,710
	Herold	(e)	32,242	6,681	38,923	998	39,921	...	39,921
	Sunday ed.	(s)	66,769	20,816	87,585	21,665	109,250	...	109,250
PENNSYLVANIA									
Philadelphia	Tageblatt	(m)	3,118	381	3,499	92	3,591	...	3,591
RHODE ISLAND									
Woonsocket	*La Tribune***	(e)	2,674	355	3,029	492	3,521	80	3,601
TEXAS									
San Antonio	La Prensa	(m)	National Distribution				18,888	...	18,888
	Sunday ed.	(s)	National Distribution				27,337	...	27,337
	Wednesday ed.	(w)	National Distribution				7,819	...	7,819

WEEKLY NEWSPAPERS

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Paid, Inc. Bulk
ILLINOIS									
Chicago	Southtown Economist	(j)	41,009	.....	41,009	25	41,034	...	41,034
MISSOURI									
Grant City	*Tribune*	(w)	227	813	1,040	437	1,477	1	1,478
NEW JERSEY									
Wildwood	Leader	(t)	2,349	791	3,140	1,237	4,377	...	4,377

There Are Over 1,000,000 Italians Living in New England

—The above figures represent a great buying power.
—When planning your advertising campaign do not neglect to consider this important market.
—There is Only one Italian daily newspaper available in New England.

LA NOTIZIA

THE ONLY ITALIAN DAILY NEWSPAPER IN NEW ENGLAND
30-32-34 BATTERY STREET, BOSTON, MASS.

WE FOUND A LOST CITY

Back in 1922, when advertisers had so saturated the available media of publicity they were starting to write advertisements in the sky, ***we discovered a city—bigger than Pittsburgh***—which had been practically lost for more than four years to them.

A City with 125,000 homes, a population of 750,000 and strangely enough rapidly increasing not only in wealth but in people.

Going Back

First of all—the history of this City is very interesting, because it is one of the oldest in the United States, originating in the earliest Colonial days. Its people contributed largely not only to the birth of our nation but to its establishment, to its preservation and to its development.

The sturdy stock of its early families were the sort needed to help build a Government on rock-like foundations. And soon from overseas came their fellows in countless thousands—seeking freedom in the new Republic, and making quickly new homes where they could worship and work in peace.

And they were good workers too and became very prosperous.

And so not to make this too long a story and to quicken your interest in it if it's lagging we'll tell you how we came to print this and then you'll see what it's all about.

Last week—one day—we were talking to a man who spends around a million dollars a year advertising a product retailing for 15 cents, and which practically everyone could use. We had only told part of our story when he interrupted—

He Didn't Know

"Why I didn't know there was a German newspaper in New York"—the quoted lines are his, the rest of this is ours.

And that wasn't all he didn't know.

He didn't know there were 125,000 German-American families in New York.

He didn't know more than 70,000 of these families owned the homes they lived in.

He didn't know there was only one newspaper printed in German in New York.

He didn't know this newspaper sold 100,000 copies every week day for 3 cents each and 112,000 copies Sunday for 10 cents each. A.B.C.

He didn't know there were 6000 German Grocery and Delicatessen stores in New York. He didn't know 1500 of the best of these German Grocery and Delicatessen stores are pledged to stock, display and co-operate to an unusual degree in selling products advertised in this newspaper.

He didn't know that every director of the New York Grocery Association, the Manhattan Grocery Association, the Brooklyn Grocery Association, the Bronx Grocery Association and the United Grocery Association was a German.

He didn't know that three of the biggest Department Stores in New York had advertised in it for more than fifty years.

He didn't know that eighty percent of the big New York stores advertised in it regularly.

He simply didn't know—so we told him.

We Told Him

And we also told him about the Immigration quota.

Very few people seem to know about that.

Briefly—the Immigration Act passed by Congress in 1922 provides for admission into the United States from foreign countries of 150,000 annually—of this 58,000 people who speak and read German may enter, while only about 3000 Yiddish and 3000 Italians may come.

And the German quota has been full for four years.

Also that our circulation is greater now than at any time in our history of 95 years—about 1500 more.

We told him we would not only advertise his product to the German reading people in New York—but we'd merchandise it more thoroughly and effectively than anybody else could through our pledged dealers working in complete harmony with his own selling force.

THE STAATS ZEITUNG AND HEROLD

The ONE paper in a ONE paper City

STATE LEGISLATIVE CORRESPONDENTS

ALABAMA (Montgomery)—Montgomery Advertiser——Atticus Mullin, J. C. Harrison, A. B. Tucker; Birmingham News—Hugh Sparrow, Joseph R. McCoy; Birmingham Age Herald, Montgomery Journal, Mobile Register, Mobile Item—Fred Gormley, Hubert Baughn, Fred Thornton; Birmingham Post—R. Brassell; Associated Press—J. C. Cope, Edward Ball.

ARIZONA (Phoenix)—Arizona Republic and Associated Press—C. H. Threlkeld, H. Flenn; Associated Press—George Heimer, Wayne Richardson; United Press—Dennis Landry; Phoenix Evening Gazette—Harvey Mott; Arizona News Service—H. C. Sherell.

ARKANSAS (Little Rock)—Arkansas Democrat—H. C. Brooks, F. W. Bales.

CALIFORNIA: Associated Press—Duane M. Clarke, Walter B. Clausen, Carl Moritz; California Journal of Development—Robert I. Kerr; California Real Estate Magazine—Glenn D. Williamson; Capitol News Bureau—Olem Whitaker, Beto Broughton, H. C. McArthur, O. T. Summers; Film Daily—Thomas D. Van Osten; Fresno Morning Republican—Ben R. Walker, Fred H. Weigel; Lindsay Gazette—Ford A. Chatters; Los Angeles Evening Express—Ross G. Marshall; Los Angeles Examiner—Joseph Timmons, A. M. Rochlen; Los Angeles Times—Cleaves A. Jones; New Age Dispatch—Marvin L. Arnold; Oakland Tribune—Hall Frahm, Anthony F. Moitoret; Pacific News Service—T. Leslie Davies, Neill M. Toohy; Sacramento Bee—Walter P. Jones, Pat Doyle, Stephen Kyle, Donald Ashton, J. Earl Langdon, Hamilton Hintz; Sacramento Union—Frederick Faulkner, Hal F. Kelley, Sam Bagby, Bradley Riter; San Diego Sun—Max Stern; San Diego Union—R. Robert Anderson; San Francisco Bulletin—John A. Henshall, Robert H. Wilson; San Francisco Chronicle—E. C. Behrens; San Francisco Daily News—Max Stern; San Francisco Examiner—William H. Jordan, Herbert L. Phillips; Sierra Educational News—J. McCaughey, George C. Jensen; The Evening News—Franklin Hichborn; Underwriters' Report—D. W. Burbank; United Press—Homer L. Roberts, R. H. Stewart.

COLORADO (Denver)—Rocky Mountain News—W. M. Beardsheer, Harvey T. Sethman.

CONNECTICUT (Hartford)—Hartford Courant—Robt. D. Byrnes, James S. Jackson; Hartford Times—John G. Beckley, Moses Berkman, Joseph Mullin; Associated Press—W. J. G. Myers; International News Service—Herbert L. Crapo; United Press—A. A. Lery; Bridgeport Post-Telegram—Andrew Lyon; Waterbury Republican—Walter R. Brooks; New Haven Register—Buel W. Patch; New Haven Times-Leader—Charles W. Pickett; Norwich Bulletin—William W. Ives; Middletown Press—Sidney W. Challenger; Bridgeport Herald—Richard W. Howell.

DISTRICT OF COLUMBIA (Washington)—Washington Herald—M. W. Flynn, H. R. Stringer, L. A. MacMahon, F. B. Shapiro; Daily News—Walker Stone, Martha Strayer, Robert M. Buck.

GEORGIA (Atlanta)—Atlanta Journal—C. B. Gregory; Macon News—C. B. Gregory; Savannah Press—C. B. Gregory; Associated Press—Earl Watson; Atlanta Constitution—Paul Stevenson; Atlanta Georgian—Roy Roberts; Macon Telegraph—John W. Hammond; Augusta Chronicle—John W. Hammond; Columbus Enquirer-Sun—John W. Hammond.

IDAHO (Boise)—Boise Capital News—H. A. Lawson; The Statesman—A. F. Riddle.

INDIANA (Indianapolis) — Star — Maurice Early, Horace M. Coats, Richard P. Overmyer, William W. Wilcox, Jr., Herbert Eiler, Joseph K. Shepard; News—Walter McCarty, Harold Feightner, Walter A. Shead, Dudley Smith, Wayne Guthrie, William L. Toms, Donald Hoover; Indianapolis Times—Frank J. Prince, Daniel Kidney, Harry Chambers; Associated Press—Claude H. Wolff, Morris Edwards; International News Service—Eugene J. Cadou, Robt. Ginsberg; United Press—Robt. Beard; Kent Press Service—Robt. Early; Lake County Times and Gary Post-Tribune—James Martindale.

IOWA (Des Moines)—Des Moines Register—C. C. Clifton; Des Moines Tribune—James C. Green.

KANSAS (Topeka)—Topeka State Journal—A. L. Shultz, Walter Markley; Topeka Daily Capital—Milton Tabor; Kansas City Journal-Post—W. G. Clugston; Kansas City Star—Cecil Howes, Fred Trigg, Miss Nell Smeed.

KENTUCKY (Frankfort)—Louisville Courier Journal—J. Howard Henderson; Cincinnati Times-Star—Pryor Tarvin; Louisville Herald Post—Robt. Dundon; Louisville Times—Pinkney Allen; Legislative Digest—Robt. Simpson; Lexington Herald—Mildred McCann Moss; Frankfort State Journal—Mildred McCann Moss; Louisville Courier Journal—C. C. Colt.

LOUISIANA (Baton Rouge)—Associated Press—Robbin Coons, Marcus Wilkerson; The Times Picayune—George Vandervoort, George Healy; New Orleans States—Maj. A. W. Newlin, Quincy Ewing; Shreveport Times—Maj. A. W. Newlin, Quincy Ewing; New Orleans Item and Tribune—R. B. Pixley, C. E. Frampton.

MAINE (Augusta) — Associated Press — J. Clement Murphy; Bango Commercial—J. Clement Murphy; Waterville Sentinel — J. Clement Murphy; Kennebec Journal—Edwin C. Burleigh; Bangor News—Marian Brown; Portland Express—Clifford A. Somerville; Portland Evening News—H. Augustus Merrill; Lewiston Sun—Stanley B. Attwood; Lewiston Journal—Sam E. Conner.

MARYLAND (Annapolis) — Baltimore Sun Morning—Harold Scarborough, Ernest Van Cleve Baugh Jr., Franklyn T. Waltman, Jr., Baltimore Evening Sun—Emmet P. Kavanaugh, William Thomas, Richard B. Elliott; Associated Press—Leon Kolb; Maryland County Press Syndicate—Paul Winchester; Baltimore American—Ralph Sybert; Baltimore Post—Louis Azreal; Annapolis Evening Capital—Francis White.

MASSACHUSETTS (Boston)—Boston Advertiser—John V. Reger; Boston American—Bernard J. Doherty; Boston Globe—Leverett D. G. Bentley; Boston Herald—Wendell D. Howie; Boston Post—Robt. T. Brady; Boston Transcript—Forrest P. Hull; Boston Traveler—Donald R. Waugh; Boston News Bureau—Julius V. Clark; State House News Service—Daniel J. O'Connor, Paul C. Ryan, Louis J. Mathieu, George E. Burnham, Karl Ryan; Springfield News—Henry G. Logan; Springfield Republican—Henry G. Logan; Springfield Union—Eugene W. Mason; Fall River Herald—Grover C. Hoyt; New Bedford Standard—Grover C. Hoyt.

MICHIGAN (Detroit)—Detroit News—John Fitzgibbon, Donald McGowan; Detroit Times—Peter Fagan, Carl Muller; Detroit Free Press—James E. Powers, Frank G. Morris, H. C. Garris; Associated Press—G. T. Shilton, Sam McCool; United Press—Mark H. Knight, Arthur R. Sweet; Lansing State Journal—Frank H. Sallows, Joseph Creighton; Lansing Capital News—Claude J. Markle, Arthur Ramberg; Saginaw News-Courier—Guy Jenkins; Grand Rapids Herald—Frank Sparks; Booth Newspapers—Fred A. Grimes.

MINNESOTA (St. Paul)—St. Paul Pioneer-Ditpatch—R. C. Emery, C. W. McConnell; Minneapolis Journal—Charles B. Cheney, Leif H. Gilstad; Minneapolis Tribune—Jack Quinlan, James Shea; Minneapolis Star—Roger Banning; St. Paul Daily News—G. B. Wollan, Don F. Voigt; Associated Press and Northwest News Bureau—R. F. Hendrickson, Earl Christmas, E. E. Makiesky, Jack Keefe, and Duluth News-Tribune—Dowsley Clark.

MISSISSIPPI (Jackson)—Associated Press—J. K. Toler, Jr.; New Orleans Times Picayune—W. H. Ewing, Jr., Memphis Commercial Appeal, John B. Hudson; Mississippi American, John B. Hudson; Francis Harmon; The Meridian Star—Ralph Hays; Jackson Daily News—Joe Shows Jr., Frederick Sullens; Daily Clarion Ledger—Thomas Pledge and L. P. Hewitt.

MISSOURI (Jefferson City)—The Associated Press—Calvin N. Speedy, James F. King, Charles A. Grumich, E. N. Shunk; St. Louis Post Dispatch—Curtis A. Betts, Boyd F. Carroll; St. Louis Globe Democrat—Asa Hutson, Hume Duvall; St. Louis Star—Jack Craig, J. H. Edwards; St. Louis Times—Aaron Benesch, R. E. Holliway; Kansas City Star and Times—George Wallace, Hawley W. Drake; Kansas City Journal-Post—R. E. Holliway; United Press—Nolen Bulloch, Leon Decker.

MONTANA (Helena)—Montana Record-Herald—Floyd L. Smith, Robt. E. Miller; Helena Independent—Guy LaFollette; Butte Daily Post—Floyd L. Smith; Montana Standard—Louis Thayer; Great Falls Tribune—Warren W. Moses; Associated Press—W. E. Lowell; Montana Free Press—K. R. Hammaker.

NEBRASKA (Lincoln)—Associated Press—Fred Zimmer, Duncan Price, United Press—Jack Hiretz; Lincoln Daily Star—J. Marr McGaffin, E. E. Wolfe; Omaha World-Herald—Leo Ryan; Nebraska State Journal—Phil Wadhams, John Thompson.

NEW HAMPSHIRE (Concord)—Boston Globe—Harlan C. Pearson; Manchester Union — Arthur W. DeMoulpied; Boston Herald—T. Oliver Jenkins; Concord Evening Monitor—Albert S. Baker; Nashua Telegraph—Frederick I. Blackwood.

NEW JERSEY (Trenton)—Trenton Times Newspapers—James Kerney, Frank D. Schroth, Chris Messerschmitt, George B. Schick; Newark Evening News—James F. Dale, Lewis S. Garrison; Philadelphia Record—Charles R. Bacon, Raymond Schroth; Philadelphia Inquirer—Frank Thompson; Philadelphia Ledger—John J. McDonough, Albert B. Thompson; Jersey City Journal—Julius Grunow; Lanning News Bureau—Leo J. Lanning, Dean H. Ashton; Camden Courier—Leo J. Lanning; Elizabeth Journal—Leo J. Lanning; New Brunswick Home News—Leo J. Lanning; New York Times—C. Harold Levy, John H. Sines; Newark Star Eagle—James P. Higgins, M. W. Higgins; Philadelphia Bulletin—William R. Clark; Newark Sunday Call—William R. Clark, Raymond Schroth; Associated Press—David Fernsler; New Jersey Legislative News—Edwin J. Burke, James M. Burke; Legislative News Bureau—Daniel A. Dugan, Frank A. Reddan, John A. Reddan; New York Herald Tribune—Raymond Schroth; New York Evening Post—Raymond Schroth; Jersey Observer—Francis A. Jamieson, A. L. Ransom; Standard News Association; Newark Ledger—Herman B. Walker; Associated Publicity Service—Herman B. Walker; Legislative Index—William R. Farrell; Paterson Morning Call—C. A. Winans; New Jersey News—John J. Farrell; New York World—Walter H. Fell; Camden Argus—Upton S. Jefferys; New York Daily News Record—James E. Van Horne; Kelly News Bureau—Arthur J. Kelly; New York Sun—Arthur J. Kelly; Elizabeth Times—Arthur J. Kelly; Paterson Evening News—Arthur J. Kelly; Jersey Journal—Arthur J. Kelly; Morristown Jerseyman—Arthur J. Kelly—Millville Republican—Arthur J. Kelly.

NEW MEXICO (Santa Fe)—New Mexico State Tribune—Joseph A. Bursey; Albuquerque Morning Journal—Glenn Brill; Santa Fe, New Mexico—A. N. Morgan.

NORTH CAROLINA (Raleigh)—Greensboro Daily News—W. T. Bost; News and Observer—R. E. Williams; Raleigh Times—R. L. Gray Jr., and North Carolina afternoon dailies—J. C. Baskerville.

NORTH DAKOTA (Bismarck) — Bismarck Tribune—Gordon MacGregor, William Moeller; Fargo Forum—H. D. Paulson; Grand Forks Herald—John B. Cooley; Mandan' Pioneer—E. A. Tostevin; The Associated Press—Kenneth W. Simons, Victor Watson.

OHIO (Columbus)—Ohio State Journal—Jacob A. Meckstroth and Karl B. Pauly; Columbus Dispatch — Charles S. Williams, George A. Smallsreed, Frank A. Petrie, Robert S. French, Charles J. Rieker, Norman E. Kuchner, William H. Johnson, Ray A. Hoyt; Associated Press—H. H. Daugherty, H. P. Braman; International News Service—C. H. Haddox; United Press—Garland Hick; Scripps-Howard Newspaper Alliance—Hal W. Conefry, Frank M. Heller, Bedford P. Atkinson; Cincinnati Enquirer—Herbert R. Mengert, Wilmer Mason; Cleveland Plain Dealer—William G. Howells and Philip W. Porter; Akron Times-Press—H. C. Atkinson; Toledo News-Bee—W. W. Roche; Cleveland Press—Richard L. Maher; Cleveland News—I. L. Kenen; Toledo Blade—George U. Marvin; Cincinnati Times-Star—R. A. Forster; News League of Ohio—John Fisher; Columbus Citizen—James T. Keenan.

OKLAHOMA (Oklahoma City)—The Daily Oklahoman—Otis Sullivant, Leroy Ritter; Oklahoma City Times—Harold L. Mueller, Morris Moore, William Voigt; The Oklahoma News—Curtis Ward; Tulsa World—Paul T. Robarts; Tulsa Tribune—R. M. McClintock; Harlow's Weekly—Leon Maxey.

OREGON (Salem)—Portland Oregonian—John W. Jelly, W. A. Pettit, Charles Myers; Oregon Journal—Ralph Watson, A. L. Lindbeck, Louis Havermale; Portland Telegram—Henry Hanzen; Salem Journal—Harry Crain, Stephen Stone; Salem, Ore. Voter—C. C. Chapman; Cottage Grove Sentinel—Elbert Bede; Portland News—Tom Shea and Fred Boalt.

PENNSYLVANIA (Harrisburg)—Philadelphia Public Ledger—Charles G. Miller; Philadelphia Evening Ledger—Charles G. Miller; Philadelphia Inquirer—Walter D. Roos, George I. Fisher; Philadelphia Bulletin—Walter D. Roos, George I. Fisher; Philadelphia Record—Thomas Williams, United Press—Thomas Williams; Arthur Suvergrupp; Pittsburgh Post-Gazette—Thomas Williams; Pittsburgh Sun-Telegraph—Walter D. Roos, George I. Fisher; International News Service—William B. Brown, Robert F. Gorman; Associated Press—Harold L. Gordon, John R. Hood, Melville Christerson; Harrisburg Patriot—Kermit McFarland; Harrisburg Evening News—Charles G. Miller; Harrisburg Telegram—Howell M. Becht.

RHODE ISLAND (Providence)—Providence Journal—James S. Hart, Stephen A. Greene, Richard H. Anthony; Evening Bulletin—James S. Hart, Stephen A. Greene, Richard H. Anthony; Evening and Sunday Tribune—Martin J. Flaherty, Louis F. Barry, Edward T. Barry; Providence News—Ralph E. Bailey, David Bouchard, A. Alfred Marcello.

SOUTH CAROLINA (Columbia) — Columbia Record—Wyatt A. Taylor, Lane L. Bonner; The State—Ralph E. Grier, J. V. Nielsen; The News—J. Edwin Brunson; Charleston News and Courier—Geo. W. Buchanan; Associated Press—H. W. Hickey, M. D. Bonnoitt.

SOUTH DAKOTA (Pierre)—United Press—Steve Travis; Associated Press—Frank Harper.

TENNESSEE (Nashville)—Nashville Banner—Ralph Perry, Brainard Cheney; Associated Press—J. H. Street; Memphis Press-Scimitar, Knoxville News—Benton J. Stong; Commercial-Appeal (Memphis) — Richard F. Fitzgerald; Knoxville Journal — Richard F. Fitzgerald; Bristol Herald-Courier and Bulletin — Ralph Perry; Nashville Tennessean—T. H. Alexander, Joe Hatcher, Percey Priest; The Nashville Banner—R. P. Hoffman.

TEXAS (Austin)—San Antonio Express and Evening News—Ed. S. Newton; Dallas News and Journal—William M. Thornton, Walter Hornaday, Dallas News—Chauncey Brown; United Press—Barry L. Bishop, Gordon K. Shearer; Fort Worth Star-Telegram—Byron C. Utrecht; Associated Press—L. B. Dilbeck, Robert Barry; Houston Chronicle—Marshall Monroe; Waco News-Tribune—Frank Baldwin; Marsh-Fentress Newspapers and Houston Post-Dispatch—Raymond Brooks; Houston Post-Dispatch—Ed Kilman; Dallas Times-Herald I. N. S.—J. A. Fernandez; United Press—Gordon K. Shearer.

UTAH (Salt Lake City)—Salt Lake Telegram—Albert F. Philips; The Tribune—George Sutherland; The Deseret News—B. H. Robinson.

VERMONT (Montpelier)—Associated Press—John E. Mazuzan, Paul C. Howe.

WASHINGTON (Olympia)—Associated Press—B. Q. Anderson, Frank G. Gorrie; Spokane Chronicle—H. E. Cassill; Seattle Times—William H. Curry; Seattle Post-Intelligencer—Marie Rowe Dunbar; Seattle Star—Ray W. Felton; General Correspondent — Richard Hamilton; Tacoma News-Tribune—George A. Miller; Portland, Ore. Oregonian—James A. Wood.

WEST VIRGINIA (Charleston)—Clyde H. East; The Charleston Daily Mail—Robt. H. Harner; The Wheeling Intelligencer—Culvert L. Estill; The Associatel Press—L. W. Leslie.

WYOMING (Cheyenne) — Tribune - Leader, Cheyenne—John C. Thompson.

WISCONSIN (Madison)—Associated Press—Harold B. Burton, S. E. Kallah, Dick Spry; United Press—Willard Smith; Madison State Journal—J. Winter Everett; Fred L. Holmes News Service—Fred L. Holmes, Ed Hein; Madison Capital-Times, William Dawson, Jr.; Milwaukee Journal—J. Craig Ralston, Fred Sheasby, Lloyd Gladfelter; Wisconsin News—Homer Croy; Milwaukee Sentinel — Edward Kavney.

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Kimberly-Clark Corporation established the first Rotogravure Development Department in America for service to newspapers with rotogravure sections. Bulletins were sent out to publishers on the advertising results received by firms from rotogravure advertising. Publishers used these experiences to sell more advertisers. A photographic service followed. This service helped in the appearance of rotogravure advertising. Then came quarterly catalogs of new and timely photographs and of borders and layout suggestions. Now a campaign in rotogravure and about rotogravure is running in national trade journals and business magazines.

For fourteen years Kimberly-Clark Corporation has pioneered in the making of rotogravure papers and in the promotion of rotogravure advertising. And we still are pioneering. In this age of pictures we believe that rotogravure, the process reproducing photographs perfectly, will assume greater and greater importance. It is the intent of executives, chemists, mill men and service men to keep Kimberly-Clark Corporation always in the lead in product, in service and in ideas. In pioneering there have been rewards for us and for you.

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From our customers so many favorable comments on this advertisement were received when we ran it in Editor and Publisher, that we consented to repeat it in the Year Book.

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And How Can Your Product Be Reproduced More Faithfully Than Through

COLORGRAVURE?

EVENING **THE BUFFALO TIMES** ***SUNDAY***

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

United States, Hawaii, Porto Rico and Cuba

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	Address	Space Buyers
A		
ABLETT ADVERTISING SERVICE, *d*	79 Orange St. Newark, N. J.* 55 Oneida St. Cohoes, N. Y.	
ACEL, INC., ERVIN S., *d*	25 Church St. New York City	
ACME ADVERTISING AGENCY, *b-e*	Cooper Bldg. Atlanta, Ga.	
ACORN AGENCY, INC., *a-e*	67 West 44th St. New York City 616 Victory Bldg. Philadelphia, Pa.	
ADAMANT ADVERTISING AGENCY, *d*	132 Nassau St. New York City	Joseph Friedman James C. Cleveland
ADAMS ADVERTISING AGCY., *d*	Miller-Ritter Bldg. Huntington, W. Va.	R. F. Adams
ADAMS ADVERTISING AGCY.	State Office Bldg. Mobile, Ala.	Geo. W. Adams
ADAMS, HILDETH & DAVIS, INC., *a*	Curtiss Bldg. Buffalo, N. Y.	
ADAMS CO., OTIS H.	10 Milk St. Boston, Mass.	
AD-CRAFT AGENCY, *d*	511 Henry Bldg. Portland, Ore.	O. S. Haugen
AD-CRAFTSMEN, *d*	523 McIntyre Bldg. Salt Lake City, Utah	
ADDISON LEWIS & ASSOCIATES	1004 Marquette Av. Minneapolis, Minn.	Addison Lewis Harvey Kruse
ADVANCE ADVERTISING CORPORATION, *e*	2117 Guarantee Title Bldg. Cleveland, Ohio	E. J. Witthoff F. G. Knapp
ADVERTISERS, INC., *e*	Stormfeltz - Lovely Bldg. Detroit, Mich.	
ADVERTISING AGENCY SERVICE, *d*	45 Academy St. Newark, N. J.	W. F. Schapborst Anna Yarum
ADVERTISING COUNSELORS, INC., *d*	67 W. 44th St. New York City	Leslie H. Smith J. Louis Meyer
ADVERTISING GUILD, INC.	258 Fifth Ave. New York City	Mac Artzt C. A. Durling
ADVERTISING, INCORP., *d*	Grace American Bldg. Richmond, Va.	J. Lynn Miller
ADVERTISING INDUSTRIES, INC., *a*	White Bldg. Buffalo, N. Y.* Union Bldg. Cleveland, Ohio	Philip M. Wolf A. H. Longbotham
ADVERTISING LETTER SERVICE	501 Free Press Bldg. Detroit, Mich.	
ADVERTISING PRODUCERS ASSOCIATED, *f*	332 South La Salle St. Chicago, Ill.	
ADELSTEIN ADVERTISING AGENCY, J. B.	222 Christie St. Leonia, N. J.	J. B. Adelstein
AGRICULTURAL RESEARCH & ADV. SERVICE, INC., *e*	110 N. Tioga St. Ithaca, New York	Stella M. Farley
AITKIN-KYNETT CO., *a-e-f-h*	1420 Walnut St. Philadelphia, Pa.* 730 Fifth Ave. New York City	
AJAX ADVERTISING AGENCY, INC., *a-e*	232 Madison Ave. New York City	Alfred G. Lippmann G. T. Padrock
AKIN CO., WM. B.	Frick Bldg. Annex. Pittsburgh, Pa.	
ALDEN & ASSOCIATES, ROY, *e-j*	Western Pacific Bldg. Los Angeles, Cal.	
ALERT ADVERTISING AGENCY, INC.	54 West 57th St. New York City	
ALEXANDER ADV. AGCY., *a*	1482 Broadway New York City	E. W. Alexander Joseph Deutsch
ALEXANDER ADVERTISING AGENCY, INC., *e*	9444 Longwood Drive Chicago, Ill.	
ALLEN ADV. AGCY., INC., *a*	440 Fourth Ave. New York City	
ALLEN, EMER L., *e*	15 East 26th St. New York City	
ALTNOW-SINGLETON, INC., *e*	Marion Building Seattle, Wash.	
AMBRO ADV. AGCY., *d-e-f*	Merchants National Bank Bldg. Cedar Rapids, Iowa	A. O. Ambrose H. J. Rowe
AMERICAN ADV. AGCY.	Pacific Bldg. San Francisco, Calif.* Serjeant's Inn, Fleet St. London, England Rue St. Honore Paris, France Petit Place Arras, France Tokyo, Japan Manila, P. I.	Leon J. Cockle Pierre L'Aiglon Anita P. Brackett
AMERICAN ADV. AGCY.	26 Brattle St. Boston, Mass.	B. Sinnett Glynn
AMERICAN INTERNATIONAL ADVERTISING AGENCY	27 East 22nd St. New York City	A. M. Spiegel
AMERICAN MEDICAL PUB. CO.	18 E. 41st St. New York City	Wm. T. Hanson
AMERICAN SPORTS PUB., CO., INC. *a*	45 Rose St. New York City	
AMESBURY ADV. AGCY., INC., *a-e*	716 Phoenix Bldg. Minneapolis, Minn.	
AMSTERDAM AGCY., INC., *a-e-h*	680 Fifth Ave. New York City	William M. Tyack
ANCHOR ADVERTISING AGENCY, *d-e*	Third National Bldg. Dayton, Ohio	Geo. A. Buchanan
ALEXANDER COMPANY, MILTON, *a*	343 John R. St. Detroit, Mich.	Elton M. Plant
ANDERSON ADV. AGENCY, WARREN W., *d*	89 S. 10th St. Minneapolis, Minn.	W. Warren Anderson
ANDREWS ADV. SERVICE	1112½ Preston Ave. Houston, Texas	
ANFENGER ADV. AGENCY, INC., *a-e-f*	412 Shell Bldg. St. Louis, Mo.	G. G. Hertslet H. C. Schmidt
ANKRUM ADV. AGENCY, *e*	100 N. La Salle St. Chicago, Ill.	W. F. Barkow
ARBOGUST, OREN, *f*	30 N. Michigan Ave. Chicago, Ill.	Oren Arbogust
ARCHER ADV. CO., *e-f*	1301 Enquirer Bldg. Cincinnati, Ohio	R. R. Krebs Elmore E. Peake
ARKENBERG SPECIAL AGCY.	702 World Bld. New York City* 230 E. Ohio St. Chicago, Ill.	
ARMSTRONG CO., F. WALLIS, *a-e*	F. Wallis Armstrong Bldg. Philadelphia, Pa.	
ARNDT & CO., JOHN FALKNER, *a-e-f*	Lewis Bldg. Philadelphia, Pa.	John F. Arndt David B. Arndt
ARNOLD, ADV., CLAUDE	Skinner Bldg. Seattle, Wash.	
ARNOLD CO., INC., J. L., *f*	1133 Broadway New York City	J. L. Arnold V. M. Ratner
ART ADV. AGENCY, INC., CARL W., *d*	303 Orpheum Bldg. Seattle, Wash.* 404 Pacific Bldg. San Francisco, Cal.	Berton Hilborn, San Francisco E. T. Short, Seattle
ARTWIL CO.	11 East 44th St. New York City	Arthur Bandman
ASH ADV. AGENCY, THEODORE E., *a*	Commercial Trust Bldg. Philadelphia, Pa.	Pauline B. Peters
ASSOCIATED ADV. AGENCY, INC., *b-e*	Greenleaf & Crosby Bldg. Jacksonville, Fla.	M. T. Newman
ASSOCIATED ADV. CO.	500 N. Dearborn St. Chicago, Ill.	L. H. Stoerk
ATHERTON & CURRIER, INC., *a-e*	420 Lexington Ave. New York City	
ATKINSON, INC., HARRY, *a*	410 N. Michigan Ave. Chicago, Ill.	
AUBREY & MOORE, INC., *d-e-f*	410 N. Michigan Ave. Chicago, Ill.	J. H. North
AUSPITZ-LEE-HARVEY, *a-e-f*	360 N. Michigan Ave. Chicago, Ill.	William M. Price
A. W. ADVERTISING, INC., *a-e*	420 Lexington Ave. New York City* 11 bis Rue d'Agueseau Paris, France	Arthur Woodward Bliss Woodward
AYER & SON, N. W., *a-e-f*	Washington Square, Russ Bldg. Philadelphia, Pa.* San Francisco, Cal. 200 Fifth Ave. New York City 30 State St. Boston, Mass. 164 West Jackson Blvd. Chicago, Ill.	Egene Creiner Frank L. Swigert
B		
BACK ADV. AGCY., J., *b*	Nashville, Tenn.	
BAER, INC., JOSEPH E., *a-e*	171 Madison Ave. New York City 515 S. Mariposa Ave. Los Angeles, Cal. Handsboro, Miss.	Joseph E. Baer Bernard L. Baer (Geo. W. Markens, John C. Moses)
BAER COMPANY, S. C., *a-e-f*	527 Kemper Lane. Cincinnati, Ohio	
BAGLEY ADV. AGENCY, *d*	11 Gates Ave. Brooklyn, N. Y.	James Bennett
BAILEY COMPANY, *d*	Michigan at Colfax. Benton Harbor, Mich.	J. T. Bailey
BAILEY, PAUL J., *e*	307 Murray Bldg. Grand Rapids, Mich	
BAKER ADV. CO., *d*	417 Central Block. Pueblo, Colo.	I. Carry Baker
BAKER, WILLIAM HENRY, *d-f*	1016 Guardian Bldg. Cleveland, Ohio	William Henry Baker
BALDWIN ADV. AGCY., C. W., *d*	60 Exchange St. Binghamton, N. Y.	
BALL & DAVIDSON, *d*	217 Colorado National Bank Bldg. Denver, Colo.	P. A. Grey Katherine Jenkins
BANKER & CO., R. C.	1911 First St. Detroit, Mich.	
BARBER ADV. AGCY., J. W., *h*	80 Boylston St. Boston, Mass.	
BARNES & FEHLING CO., *a-e*	1600 Walnut St. Philadelphia, Pa.	Louis A. Fehling
BARRITT & CO., *e*	7 S. Dearborn St. Chicago, Ill.	
BARROWS, RICHARDSON, ALLEY & RICHARDS CO., *a*	420 Lexington Ave. New York City 77 Franklin St. Boston, Mass.	
BARTLETT ADV., EDMUND	50 Union Square. New York City	
BASFORD CO., G. M., *f*	17 East 42nd St. New York City	
BASHAM CO., THOMAS E., *a-b-c-h*	McDowell Bldg. Louisville, Ky	J. Seaton Huff Thos. E. Basham
BATES ADV. AGCY., J. D., *a-e*	1653 Main St. Springfield, Mass.* 1100 Statler Bldg. Boston, Mass.	
BATTEN, BARTON, DURSTINE & OSBORN CORP., *a-e-f-h*	McCormick Bldg. Chicago, Ill.	D. R. Hathaway
BATTEN, BARTON, DURSTINE & OSBORN, INC., *a-e-f-h*	383 Madison Ave. New York City 10 State St. Boston, Mass. 220 Delaware Ave. Buffalo, N. Y.	Frank M. Lawrence B. C. Duffy H. D. Brandau F. McGuirk Douglas Maxwell R. F. Owsley W. R. Story
BATTENFIELD & BALL ADV. AGENCY, *d-e*	1005 Register-Tribune Bldg. Des Moines, Iowa	H. B. Brown W. B. Hill
BAUER ADV. AGENCY, INC., ADRIAN	418 Washington Sq. Bldg. Philadelphia, Pa.	Adrian Bauer Philip Klein
BAUERLEIN, INC., *a-b*	1027 Hibernia Bldg. New Orleans, La.	H. S. McGehee
BAXTER-DAVIS ADV. CO., *a-e-h*	1502 Commerce Trust Bldg. Kansas City, Mo.	
BAYLESS-KERR CO., *a-e-f*	1162 Hanna Bldg. Cleveland, Ohio	W. Butcher
BEDFORD ADV. AGCY., INC., *d*	Court-Remsen Bldg. Brooklyn, N. Y.	Chas. W. Kass Louis J. Meyerson Hyman Sloane
BEERS ADV. AGENCY	P. O. Box 1170. Havana, Cuba	
BEESON, INC., STERLING, *a-e-f*	610 Second Nat'l Bank Bldg. Toledo, Ohio	A. Maher
BEHEL AND HARVEY, INC., *a-e*	326 West Madison St. Chicago, Ill.	W. S. Harvey, Jr.
BEHR CO., JULIAN J., *e-f*	435 Dixie Terminal Bldg. Cincinnati, Ohio 93 Fifth Ave. New York City	
BELLAMY-NEFF CO., *a-e*	127 North Dearborn St. Chicago, Ill. 345 Madison Ave. New York City	
BEMENT, INCORPORATED, AUSTIN F., *a-e-f*	General Motors Bldg. Detroit, Mich.* Wrigley Bldg. Chicago, Ill.	L. Grant Hamilton
BENNETT-WILLIAMS CO., INC., *a-b-e-f*	Washington & College Sts. High Point, N. C.	Harold C. Bennett
BENSON, GAMBLE, JOHNSON & READ, *a-e-f-h*	222 W. Adams St. Chicago, Ill.	Carl H. Jenkins
BERLINGER & MEYERS, INC., *a-e*	110 S. Dearborn St. Chicago, Ill.	Margaret Ondo
BERLINER, LAWRENCE T.	154 Nassau St. New York City	Lawrence T. Berliner
BERNSTEN & LIVINGSTON, INC., *d-e-j*	55 Sutter St. San Francisco, Cal.	B. Biederman
BIESPIEL ADV. AGCY., LEE S., *d*	38 S. Dearborn St. Chicago, Ill.	L. S. Biespiel
BIGELOW, INC., BURTON, *d*	Bigelow Bldg. Buffalo, N. Y.	Owen F. Thompson
BILLINGS ADV. CO., *d*	439 Stapleton Block. Billings, Mont.	W. W. Gail

(*Continued on page* 194)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. **B**—Recognized by Southern Newspaper Publishers' Association. **C**—Recognized by Canadian Daily Newspapers' Association. **D**—Local publishers' recognition (agency's statement). **E**—Recommended for recognition by Agricultural Publishers' Association. **F**—Recommended by Associated Business Papers, Inc. **H**—Member of American Association of Advertising Agencies. **I**—Member Canadian Association of Advertising Agencies. **J**—Member Pacific Association of Advertising Agencies. * Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 193)

	Address	Space Buyers
BINKLEY ADV. AGENCY, *d*	M. & P. Nat'l Bank Bldg., Sherman, Texas	J. M. Binkley
BIOW CO., INC., *a-e-h*	9 East 40th St., New York City	Miss F. A. Smith
BIRCH-FIELD & CO., INC., *a-e*	110 W. 40th St., New York City*; Seneca Falls, N. Y.	J. S. Norton
BIRCHARD CO., *e*	Lloyd Bldg., Seattle, Wash.	
BISBERNE ADV. CO., INC., *a-e*	58 East Washington St., Chicago, Ill.	
BISSELL & LAND, INC., *a-e-f-h*	339 Blvd. of the Allies, Pittsburgh, Pa.	
BLAKER ADV. AGENCY, *e*	420 Lexington Ave., New York City	
BLACKETT - SAMPLE - HUMMERT, INC., *a-e*	58 E. Washington St., Chicago, Ill.*	
	250 Park Ave., New York City	G. R. McGivern
BLACKMAN CO., *a-e-f-h*	120 W. 42nd St., New York City*; Gwynne Bldg., Cincinnati, Ohio	L. T. Bush; Max Hacker; F. J. Hermes
BLAINE THOMPSON CO., *a-e*	Fourth Natl. Bank Bldg., Cincinnati, Ohio*	Myer Lesser; E. K. Woodrow
	321 West 44th St., New York City	L. S. Murdock; J. B. Adams
BLAIR CO., *d*	421 Seventh Ave., Pittsburgh, Pa.	J. Edmund Blair
BLAKE, ADV., JOHN W., *a-e*	45 S. Broadway, Yonkers, N. Y.	
BLOCH ADV. AGCY., ADOLPH L., *a-d-e*	42 N. Ninth St., Portland, Ore.	
BLOOMINGDALE-WEILER ADV. AGENCY, *a-e*	1420 Chestnut St., Philadelphia, Pa.	
BLUM ADV. CORPORATION, CHARLES, *a-e-h*	1120 Spruce St., Philadelphia, Pa.	Edward A. McCay
BOLLAND-MCNARY, INC., *d*	33 West 42nd St., New York City	J. E. Bolland
BOLLING, JOHN RANDOLPH	2340 S St., N. W., Washington, D. C.	
BOLTON ADV. CO., INC., *d*	1106 Mahoning Bank Bldg., Youngstown, Ohio	Paul H. Bolton
BOND, A. T., *a*	20 Central St., Boston, Mass.	A. T. Bond
BONSIB, INC., *d-e-f*	701 First National Bank Bldg., Fort Wayne, Ind.	Louis W. Bonsib
BOOTH, ADV., LEON, *d*	Washington Hotel., Shreveport, La.	Leon Booth
BOROUGH ADV. AGENCY, *a*	367 Fulton St., Brooklyn, N. Y.	
BOSTON NEWS BUREAU CO., INC., *a*	30 Kilby St., Boston, Mass.	
BOSTWICK, INC., C. A.	503 Commerce Bldg., Rochester, N. Y.	
BOTT ADV. AGENCY., *a-b-e*	Home Insurance Bldg., Little Rock, Ark.	Dwight L. Stoddard
BOTSFORD-CONSTANTINE CO., *a-e-h-j*	45 Fourth St., Portland, Ore.*	F. Coykendall, Portland
	White Bldg., Seattle, Wash.	
	Standard Oil Bldg., San Francisco, Cal.	
BOWERMAN & JENKINS	Curtain & Asquith Sts., Baltimore, Md.	
BOWERS ADV. AGENCY, CHARLES WILLIAM, *d*	116 S. Monroe St., Baltimore, Md.	C. W. Bowers
BOWERS, ADV. AGCY., INC., THOS. M., *a-e*	25 E. Jackson Blvd., Chicago, Ill.	Earl W. Clemens
BOWLEY ADV., P. D., *d*	Bromberg Bldg., Battle Creek, Mich.	P. D. Bowley; K. B. Bowley
BOYD, ADV. CO., FRANK D., *d*	506 Olive St., St. Louis, Mo.	
BOYLE, INC., JOHN D., *d*	562 Fifth Ave., New York City	L. F. Boitano
BOYNTON ADV. AGCY., INC., HENRY P., *d-e*	1370 Ontario St., Cleveland, Ohio	
BOZELL & JACOBS, INC., *d-e*	501 Electric Bldg., Omaha, Neb.	Nathan E. Jacobs
BRANDT ADV. CO., *a-e*	Tribune Tower, Chicago, Ill.	C. E. Forsberg
BRANN, INC., W. L., *a-e*	125 Park Ave., New York City	
BREARLEY SERVICE ORGANIZATION, *a*	1440 Broadway, New York City	Henry R. Gall
BRECHT-POLLARD, INC., *d-e-f*	170 N. Queen St., Lancaster, Pa.	Edward B. Pollard; B. Weston Stelle; L. H. Wessinger
BRENISER & CO., *d-e*	1607 Sansom St., Philadelphia, Pa.	
BRENNINGER & CO., INC., A. W., *e*	80 Federal St., Boston, Mass.	
BRIARCLIFF ADV. AGCY., INC., *d*	1480 Broadway, New York City	A. S. Bevier
BRIGGS & VARLEY, INC., *d-e*	19 East 47th St., New York City	Harry Varley
BRINCKERHOFF, INC., *e*	37 W. Van Buren St., Chicago, Ill.	A. Etshokin
BRISACHER & STAFF, EMIL, *a-e*	Crocker Bldg., San Francisco, Cal.*	
	Petroleum Securities Bldg., Los Angeles, Cal.	
	American Bank Bldg., Portland, Ore.	Jesse Thompson
BRITT-GIBBS ADV. CO., INC., *a-e*	1047 Boatmen's Bank Bldg., St. Louis, Mo.	R. G. Swarting
BROCKLAND & MOORE, INC., *a-e*	208 N. Broadway, St. Louis, Mo.	M. L. Flood
BROGAN, INC., G. W., *f*	Shealy & Delaware Aves., Towson, Md.	
BROMFIELD & CO., *a-d-e-h*	45 W. 34th St., New York City	P. B. Bromfield
BROMLEY ADV. AGENCY, *e*	712 6th Ave., Minneapolis, Minn.	
BROOKE, SMITH & FRENCH, INC., *a-e-f-h*	206 Eliot St., Detroit, Mich.*	
	Advertisers Bldg., Oakland, Cal.	
	Chamber of Commerce Bldg., Los Angeles, Cal.	Arthur H. Livingston
	Pacific Bldg., Portland, Ore.	H. H. Dobberteen
	415 Lloyd Bldg., Seattle, Wash.	
	Advertising Center Bldg., San Francisco, Cal.	
BROOKS OF ILLINOIS, INC., *d*	30 N. Michigan Av., Chicago, Ill.	Will H. Howell; Wm. H. Bergstrom
BROOKS COMPANY, ROBERT H., *a-e-f*	302 Boyle Bldg., Little Rock, Ark.	Robert H. Brooks
	30 N. Michigan Av., Chicago, Ill.	Will H. Howell
BROOKS ADV. AGENCY, S. M., *a-b-e*	816 Boyle Bldg., Little Rock, Ark.	E. L. Saunders; G. T. LeFever
BROUGHTON ADV. SERVICE, *e*	222 W. Adams St., Chicago, Ill.	
BROWN ADV. AGCY., INC., *a-e*	Times Bldg., New York City	Wm. Epner
BROWN ADV. AGCY., E. H., *d-e*	140 S. Dearborn St., Chicago, Ill.	J. B. Allen; E. H. Brown; L. H. Brown
BROWN, CONNERY & CO.	626 West Main, Oklahoma City, Okla.	
BROWNE ADV. AGCY., L. V., *d*	Davies Bldg., Dayton, Ohio	
BROWNE, LTD., T. B.	163 Queen Victoria St., E. C., London, England*	
	52 Cross St., Manchester, England	
	65 Bath St., Glasgow, Scotland	
	38 Rue du Louvre, Paris, France	
	George & Margaret Sts., Sydney, Australia	
	551 Fifth Ave., New York City	W. Hopkinson; Robert B. Wann
BRYAN CO., RALPH B., *d*	840 Gates Ave., Brooklyn, N. Y.*	Ralph B. Bryan
	207 Temple St., Boston (West Roxbury), Mass.	Roger A. Swift
BRYAN, KOELTZ & MARSHALL, *e*	844 E. Jefferson St., Louisville, Ky.	
BUCHANAN-THOMAS ADV. CO., *a-e*	412 South 19th St., Omaha, Neb.	G. H. Lindley
BUCHEN CO., *a-e-f-h*	1004 Steger Bldg., Chicago, Ill.	
BUCK CO., GLEN, *a*	Pittsfield Bldg., Chicago, Ill.	Miss I. F. Vanderblue
BULL, INCORPORATED, J. C., *a*	101 Park Ave., New York City	S. Page Butt
BULL, ADV., NORRIS L.	721 Main St., Hartford, Conn.	Norris L. Bull
BURNET-KUHN ADV. CO., *a-e*	605 N. Michigan Av., Chicago, Ill.	E. K. Massey
BURNHAM ADV. AGENCY, INC., *e-f*	110 E. 42nd St., New York City	E. Ryan; H. M. Feine
BURNS-HALL ADV. AGCY., *a-e-f*	137 Second St., Milwaukee, Wisc.	N. L. Telander
BURTNETT, GERALD B., *d*	609 South Grand Ave., Los Angeles, Cal.	
BUSWELL SERVICE	Box 867, Kalamazoo, Mich.	
BUTLER CO., INC., JOHN L., *a-e*	Public Ledger Bldg., Philadelphia, Pa.	
BYER & BOWMAN, *d*	49 E. Gay St., Columbus, Ohio	Gus K. Bowman; Herbert Byer; Joel M. Burghalter
BYERLY, INC., OLIVER M., *e*	1240 Engineers Bank Bldg., Cleveland, Ohio	
BYRUM ADV. AGENCY, R. H., *e*	1829 Champa St., Denver, Colo.	R. H. Byrum

C

	Address	Space Buyers
CAHILL ADV. CO., *a-e-f*	860 Pacific Bldg., San Francisco, Cal.*	
	Harris Bldg., Los Angeles, Cal.	M. A. Cahill
CALDWELL-BAKER CO., *e-f*	1305 Merchants Bank Bldg., Indianapolis, Ind.	Howard C. Caldwell
CALIFORNIA ADV. AGCY., *d*	433 Douglas Bldg., Los Angeles, Cal.	Herbert W. Morgan
CALKINS & HOLDEN, INC., *a-e-h*	247 Park Ave., New York City	F. J. Fitzgerald; E. B. Wilson
CALL'S BANKERS SERVICE CORP., *b*	25 East Bay St., Savannah, Ga.	
CALLAWAY ASSOCIATES, INC., *d-e*	210 Lincoln St., Boston, Mass.	Morris Susman; John P. Callaway
CALLO & CLARKE, INC., *d*	341 East 149th St., New York City	Henry J. Clarke; Jos. F. Callo; John E. Brennan
CAMPBELL ADV., INC., *e*	2313 Madison Ave., Toledo, Ohio	
CAMPBELL-EWALD CO., *a-e-h-j*	General Motors Bldg., Detroit, Mich.*	J. J. Hartigan; G. S. Crane
	Johns Manville Bldg., New York City	
	360 North Michigan Ave., Chicago, Ill.	
	661 Chamber of Commerce Bldg., Los Angeles, Cal.	
	241 Monadnock Bldg., San Francisco, Cal.	
	805 Bedell Bldg., Portland, Ore.	
	540 Skinner Bldg., Seattle, Wash.	
	15 Avenue Matignon, Paris, France	
CAPEHART-CAREY CORP., *e*	Times Bldg., New York City	
CAPLES COMPANY, *a-e*	225 East Erie St., Chicago, Ill.*	W. E. Gibson, Chicago
	452 Lexington Ave., New York City	R. D. Folster, New York
	507 Omaha Loan & Bldg. Assn. Bldg., Omaha, Neb.	
CARLYSLE COMPANY, *d-e*	Marbridge Bldg., New York City	Emanuel Goldman; Louise A. Sigal
CARPENTER ADV. CO., *e*	Citizens Bldg., Cleveland, Ohio	J. J. Marquart; F. F. Lamorelle; A. J. Carpenter
CARPENTER-ROGERS CO., *e*	802 Wholesale Mercantile Bldg., Dallas, Texas	H. A. Rogers; L. H. Butler
CARR & COLUMBIA, INC., *e-f*	17 East 38th St., New York City	
CARTER ADV. AGCY., *d-f*	Chanin Bldg., New York City	
CARTER SERVICE INC.	25 Church St., New York City	Miss Josephine Newman
CASEY-LEWIS CO., *a-b-e*	1108 Nashville Trust Bldg., Nashville, Tenn.	Rumsey Lewis; E. W. White
CASTELLO, RAYMOND L.	Miller Bldg., Pittsfield, Mass.	
CAVE CO., EDW., *e*	25 West 43rd St., New York City	
CAVE & CAVE ADV. AGCY., *d*	Cor. North Main & Ann Sts., S. Norwalk, Conn.	
CECIL WARWICK & CECIL, *a-b-e-h*	247 Park Ave., New York City*	F. T. McFaden, New York
	12th & Bank Sts., Richmond, Va.	S. Jackson, Richmond
	Eutaw & Fayette Sts., Baltimore, Md.	
CHADWICK, W. P., *d*	147 N. Boylston St., Los Angeles, Calif.	W. P. Chadwick
CHAMBERS AGCY., INC., *a-b-e-h*	339 Carondelet St., New Orleans, La.*	Miss M. Burvant, New Orleans Office
	French Bldg., New York City	Peter Hahn, Jr., New York Office
	Starks Bldg., Louisville, Ky.	Jos. Fromholtz, Louisville Office
	Penobscot Bldg., Detroit, Mich.	H. D. Blackburn, Detroit Office
CHAMBERS & WISWELL, INC., *a-e*	260 Tremont St., Boston, Mass.	
CHANCE ADVERTISING AGCY., FRANK S. *e*	804 Kahn Bldg., Indianapolis, Ind.	
CHANDLER & CO., CLEVELAND A.	35 Congress St., Boston, Mass.	C. A. Chandler
CHAPPELOW ADV. CO., *a-e-f-h*	1709 Washington St., St. Louis, Mo.	W. J. Johnson
CHARLES ADV. SERVICE, *a-e-h*	23 East 26th St., New York City	Joseph Boorster
CHASE & YOUNG	Nicholas Bldg., Toledo, Ohio	
CHATHAM ADV. AGCY., INC., *a*	570 Seventh Ave., New York City	W. E. Clarke
CHESMAN, NELSON & CO., *a-b-e-h*	1127 Pine St., St. Louis, Mo.	
	512 N. Dearborn St., Chicago, Ill.	
	130 West 42nd St., New York City	
	415 Leader News Bldg., Cleveland, Ohio	
	Pound Bldg., Chattanooga, Tenn.	
CHICAGO UNION ADV. AGCY., *e*	22 Quincy St., Chicago, Ill.	J. L. Wade
CHILTON ADV. AGCY., *a-b*	1527 Kirby Bldg., Dallas, Texas	A. L. Chilton
CHURCH GREEN CO., *d*	316 Statler Bldg., Boston, Mass.	Charles E. Beckwith; H. Chester Williams
CHURCHILL HALL, INC., *a-e-f-h*	50 Union Square, New York City	Fred G. Bonthron; Earl C. Norris
CHUTE CO., INC., L. E.	123½ E. Second St., Davenport, Iowa	C. M. Arnesen; M. A. Daxon
CIRKER & CO., INC., *e*	1472 Broadway, New York City	
CLATFELTER, HARRY, *f*	Jefferson Bldg., Peoria, Ill.	
COCHRANE ADV. AGCY., W. K. *a-e*	30 N. Dearborn St., Chicago, Ill.	E. B. McIntyre; Charles L. Collette
COLE'S INC., *e*	600 Royal Union Bldg., Des Moines, Iowa	
COLLINS-KIRK, INC., *a-e*	750 No. Michigan Ave., Chicago, Ill.	
COLTON CO., WENDELL P., *a-e-h*	165 Broadway, New York City	Arthur F. Dermody

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(For Explanation of Key Letters See Page 193)

American Newspaper Annual *and* Directory

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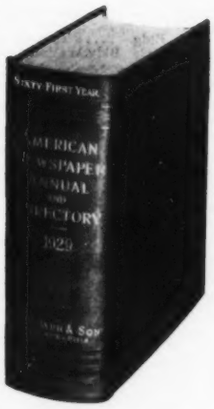

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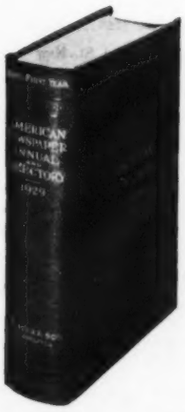

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ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 194)

	Address	Space Buyers
COLUMBUS ADVERTISING AGENCY, INC., *d*	150 Nassau St. ... New York City	R. Bolino; Pasquale de Biasi
COMMERCIAL ART ENG. CO. (ADV. PLACING DIV.) *f*	440 South Dearborn St. ... Chicago, Ill.	L. Austin de Vore; Edward Kiesling
COMMERCIAL ADVERTISING & EXPLOITATION CO.	Stuart Bldg. ... St. Louis, Mo.	F. J. Stuart; F. F. Rimsa
COMRIE CO., FRANK M., *e-f*	435 N. Michigan Ave. ... Chicago, Ill.	
CONDON CO., INC., *d*	1021 Washington Bldg. ... Tacoma, Wash.	E. Larry Jardeen
CONE GENERAL ADV. AGCY., ANDREW, *a-e-h*	18 East 41st St. ... New York City	
CONNER ADV. AGCY., INC., *a-e-h*	Security Bldg. ... Denver, Colo.	A. Boon McCallum
CONOVER CO., S. A., *a-e-h*	99 Chauncy St. ... Boston, Mass.	
CONOVER MOONEY CO., *e*	750 No. Michigan Ave. ... Chicago, Ill.	
COOLIDGE ADV. CO., *a-e-f-h*	308 Insurance Exchange Bldg. ... Des Moines, Iowa	Paul H. Blakemore; R. H. Cary; H. J. Kroeger
COOK, WM. LYLE, *a-e*	915 Rialto Bldg. ... San Francisco, Cal.	
CORE-HOWELLS-MacFADDEN CO.	Allen-Bennett Block Jackson, Mich.	Guy C. Core; Frank Howells
CORMAN CO., INC., *a-h*	49 West 45th St. ... New York City	
CORNELL CO., INC., PAUL, *e-f*	28 West 44th St. ... New York City	M. R. Goldsmith
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COSMOPOLITAN ADV. AGCY.	547 Penn St. ... Reading, Pa.	R. R. Smith; H. A. Benner
COTTER ADV. AGCY., *a*	52 Chauncy St. ... Boston, Mass.	
COULTER & PAYNE, INC., *a-b-e*	215 W. Commerce St. ... San Antonio, Tex.*	
	Nixon Bldg. ... Corpus Christi, Tex.	Robert G. Coulter
COWAN, DEMPSEY & DENGLER, INC., *a-e*	25 West 45th St. ... New York City	
COX ADV. AGCY., INC., J. P., *a*	101 Tremont St. ... Boston, Mass.	Joseph P. Cox
COX & SILVER, INC., *b-e*	American Trust Bldg. ... Birmingham, Ala.	
CRAMER-KRASSELT CO., *a-e-h*	425 Van Buren St. ... Milwaukee, Wis.*	C. M. Daniell; R. H. Penndorf
	758 Roosevelt Bldg. ... Los Angeles, Cal.	
	851 North Broad St. ... Philadelphia, Pa.	
CRANE ADV. AGCY., R. C., *d*	Drexel Bldg. ... Philadelphia, Pa.	Harold Finestone; Wm. M. Lednum
CRAWFORD ADV. AGCY.	107 N. Conception St. ... Mobile, Ala.	Harry Crawford; S. B. McNeely
CRAWFORD ADV. AGCY., *d*	230 Spurgeon Bldg. ... Santa Ana, Cal.	L. R. Crawford
CRITCHFIELD & CO., *a-e-h*	14 E. Jackson Blvd. ... Chicago, Ill.*	G. C. Young
	Palace Bldg. ... Minneapolis, Minn.	
	324 Thirteenth St. ... Oakland, Cal.	
	Pacific Bldg. ... Portland, Ore.	
	409 Lloyd Bldg. ... Seattle, Wash.	
	287 Chamber of Commerce Bldg. ... Los Angeles, Cal.	
CROOK ADV. AGCY., *a-b-e*	Kirby Bldg. ... Dallas, Texas	
CROOT CO., INC., SAMUEL C., *a-e*	26 West 44th St. ... New York City	Joseph W. Morgan
CROSBY-CHICAGO, INC., *e*	29 Quincy St. ... Chicago, Ill.	
CROSS CO., J. H., *a-e-h*	1700 Walnut St. ... Philadelphia, Pa.	
	1170 Madison Ave. ... New York City	
CROSS AND LABEAUME, INC., *e-f*	250 Fifth Ave. ... New York City	A. M. Mans
CROSSLEY & FAILING, INC., *a-e*	809 Terminal Sales Bldg. ... Portland, Ore.	J. T. Crossley; E. M. Sooysmith
CROWELL, CRANE, WILLIAMS & CO., *a*	612 N. Michigan Ave. ... Chicago, Ill.	F. H. Marling; C. V. Lowrie
CRUMRINE COMPANY, INC.	Grand Theater Bldg. ... Columbus, Ohio	
	1 East 42nd St. ... New York City	
CRUTTENDEN & EGER, *e*	64 East Lake St. ... Chicago, Ill.	
CUNDIFF ADV. AGCY., W. E., *d-e*	301 College St. ... Springfield, Mo.	
CURTIS-SANDERS, *d*	Henshaw Bldg. ... Oakland, Cal.	W. A. Curtis; B. S. Sanders; K. Rodgers
CURTISS CO., INC., JOHN, *a-e*	250 Park Ave. ... New York City	E. T. Turner
CUTAJAR & PROVOST, INC., *a*	120 W. 42nd St. ... New York City	
CECIL EDWARD CUTTING	254 Ashland Ave. ... Buffalo, N. Y.	Leonard L. Laird Buffalo; C. E. Cutting Rochester
	Journal - American Bldg. ... Rochester, N. Y.	

D

	Address	Space Buyers
DAKE ADV. AGENCY, INC., *a-e*	121 Second St. ... San Francisco, Cal.	A. Loretz
DAKE-JOHANET ADV. AGCY, *a-e*	407 E. Pico St. ... Los Angeles, Cal.	F. W. Johanet; C. L. Young
	251 Kearney St. ... San Francisco, Cal.	C. C. Standefer
DAKEN ADV. AGCY, INC., *d-e*	1933 3rd Ave. ... Seattle, Washington	Pauline Ellerman
DAKO ADV. AGENCY	535 Boston Block ... Minneapolis, Minn.	W. P. Butler; Conrad Kornmann
DALTON ADV. AGENCY, RALPH W., *d*	Box 397 ... Troy, Ohio	Ralph W. Dalton
DANIELSON & SON, *a-e*	49 Westminster St. ... Providence, R. I.	George W. Danielson
D'ARCY ADV. CO., *a-e-f-h*	1501 Locust St. ... St. Louis, Mo.	J. E. Sullivan; O. T. Anderson
DARLOW ADV. CO., *a-e-h*	410 South 19th St. ... Omaha, Neb.	Earl H. Allen; C. B. Darlow
DAUCHY COMPANY, INC., *a-e-h*	9 Murray St. ... New York City	W. H. Bennett
DAVID CO., INC., *a*	Nat'l Bank Bldg. ... St. Paul, Minn.	
DAVIS-SMITH CO.	173 Newbury St. ... Boston, Mass.	G. A. Myers
DAVIS & BROTHER, B. K.	N. E. Cor. 7th & Oxford Sts. ... Philadelphia, Pa.	
DAVIS ADV. AGCY, JOHN A., *e*	858 Little Bldg. ... Boston, Mass.	Principal
DAVIS PRESS, INC	44 Portland St. ... Worcester, Mass.	Rae M. Spencer
DAVIS CO., WINFIELD D.	1518 Court Square Bldg. ... Baltimore, Md.	C. E. Emery
DAY AGENCY, STANLEY, *e*	... Plainfield, N. J.	
DEAN ADV. AGENCY, BEN, *e-f*	333 Michigan Trust Bldg. ... Grand Rapids, Mich.	Ben Dean; Mildred Juneau
DeARMAND ADV. AGENCY, LOUIS G.	Union Bank Bldg. ... Davenport, Iowa	
DEARBORN ADV. AGENCY, *d-e*	624 S. Michigan Av. ... Chicago, Ill.	H. D. Leopold; C. C. DeWees
DE BIASI ADV. AGENCY, INC., MARIO, *a*	51 Chambers St. ... New York City	Mario De Biasi; James Bryden
DECKER, HENRY, LTD., *a-e*	128 W. 31st St. ... New York City	
DE LA MARE CO., INC., A. T.	225 West 34th St. ... New York City	Miss Shirley Culicover
DeLEURY-REEDER, *a*	709 J.M.S. Bldg. ... South Bend, Ind.	Earl E. Reeder; D. C. Grant
DENHARD & CO., CHAS. H., *a-e*	17 East 45th St. ... New York City	E. King; G. Housmann
DENNEY CO., WILLIAM H., *a-h*	245 Fifth Ave. ... New York City	
DE ROODE, LOUIS K.	5 Beekman St. ... New York City	
DE ROUVILLE ADV. AGCY., *a-e*	11 North Pearl St. ... Albany, N. Y.	George S. De Rouville; Horace L. Hevenor; Berthold Heyman
D'EVELYN & WADSWORTH, *a-e-f*	Financial Center Bldg. ... San Francisco, Cal.	
DEVINE, JAMES A.	1457 Broadway ... New York City	
DIBBLE COMPANY, RALPH B.	1 State St. ... Boston, Mass.	
DICKINSON ADV. CO., *d-e*	10 S. La Salle St. ... Chicago, Ill.	D. M. Hair; F. R. Dickinson
DICKSON ADV. SERVICE, J. M.	679 Broadway ... New York City	J. M. Dickson
DIENER & DORSKIND, *a*	228 West 42nd St. ... New York City	Irwin A. Vladimir; Theodore H. Bernstein; Irving Revell
DIONNE, EARL, *f*	Pere Marquette Bldg. ... New Orleans, La.	
DOBBS ADV. AGENCY, *e*	Danbury News Bldg. ... Danbury, Conn.	
DOE ADV. AGCY, ELMER H., *a-e*	315 Keller Bldg. ... Louisville, Ky.	Howard S. McBride
DOLLENMAYER ADV. AGENCY, INC., *a-e*	519 Metropolitan Life Bldg. ... Minneapolis, Minn.	
DOLMAN COMPANY, INC., *a-e*	74 New Montgomery St. ... San Francisco, Cal.*	M. T. Dolman
	311 M. Harris Bldg. ... Los Angeles, Cal.	Geo. Howland
DOMBROWER COMPANY, RALPH L., *a-b*	Mutual Bldg. ... Richmond, Va.*	Helen Herndon
	516 Colorado Bldg. ... Washington, D. C.	James Birnie, Jr.; LeBaron Coakley
DONNELLEY CO., LEE E., *e-f*	1531 Union Trust Bldg. ... Cleveland, Ohio	
DONOVAN-ARMSTRONG, *a-e*	1211 Chestnut St. ... Philadelphia, Pa.	R. W. Dedekind
DOREMUS & COMPANY, *a-e*	44 Broad St. ... New York City	
	208 S. La Salle St. ... Chicago, Ill.	
	20 Kilby St. ... Boston, Mass.	
	Hunter-Dulin Bldg. ... San Francisco, Cal.	
	921 Van Nuys Bldg. ... Los Angeles, Cal.	
DORLAND ADV. AGENCY, *a-e*	Presston Bldg. ... Atlantic City, N. J.	Wm. Manning
DORLAND AGENCY, INC., *e*	101 Park Ave. ... New York City	William A. Williams; Mary E. Swayne
DORLAN INTERNATIONAL	14, Regent St. ... London, England	
	65 Av. Des Champs Elysees ... Paris, France	
	Jerusalamer Strasse, 46, S. W. ... Berlin, Germany	
	Seilerstatte 2 ... Vienna, Austria-Hungary	
	Karduansmakaregatan 9 ... Stockholm, Sweden	
	Limmatquai 34 ... Zurich, Switzerland	
	Marschalkowska 124 ... Warsaw, Poland	
	536 Defensa U. T. 38 Mayo 1949 ... Buenos Aires, Argentine Republic	
	Praca Marechal Floriano 35-39 ... Rio De Janeiro, Brazil	
	Gante 14 ... Mexico City, Mex.	
	Barrack & Clarence Sts. ... Sydney, Australia	
	122 Rue Royale ... Brussels, Belgium	
	Wijnhaven 111-113 ... Rotterdam, Holland	
	Gransen 5-7 ... Oslo, Norway	
	Amagertorv 23 ... Copenhagen, Denmark	
	Av. Conde Penalver 13 ... Madrid, Spain	
	Calle Pelayo 9 ... Barcelona, Spain	
	San Jose ... Costa Rica, Central America	
	P. O. Box 1269 ... Manila, Philippines	
DORRANCE, SULLIVAN & COMPANY, INC., *a-e-f*	130 West 42nd St. ... New York City	Harry E. Pengel
DORSEY ADV. AGENCY, ALBERT H.	716 Bulletin Bldg. ... Philadelphia, Pa.	
DOUGHERTY ADV. CO., INC.	518 Cannon Bldg. ... Troy, N. Y.	
DOUGHTY ADV. AGCY CO., C. L., *a-e*	30 Pickering Bldg. ... Cincinnati, Ohio	J. V. Ewan
DOWD, INC., CHARLES F., *a-e-h*	408 Richardson Bldg. ... Toledo, Ohio	Charles F. Dowd; R. T. Carrithers; R. B. Way
DOYLE, KITCHEN & McCORMICK, INC., *e-f*	420 Lexington Ave. ... New York City	R. F. Vander Gheynst
DRESCHLER-PEARD CO., *a-e*	1016 Munsey Bldg. ... Baltimore, Md.	
DRURY COMPANY, INC., *a*	114 Sansome St. ... San Francisco, Cal.	H. G. Johns
DuBREE ADV., INC., WALTER	725-727 Symes Bldg. ... Denver, Colo.	O. K. Johnston
DUDLEY DAVIS, INC., *a-b-e*	524 Dermon Bldg. ... Memphis, Tenn.	H. D. Davis; M. DuBois
DUNHAM-LESAN CO., *d*	Tribune Tower ... Chicago, Ill.	
DUNLAP-WARD ADV. CO., *a-e-h*	1600 Keith Bldg. ... Cleveland, Ohio	
DURRANT ADV. CO., F. A., *e*	12th & Van Brunt Blvd. ... Kansas City, Mo.	F. A. Durrant; F. E. Riley; A. H. Wendel
DYER COMPANY, GEO. L., *a-e-h*	285 Madison Ave. ... New York City*	
	33 South Clark St. ... Chicago, Ill.	W. L. Dotts

E

	Address	Space Buyers
EASTMAN, SCOTT & CO., INC., *a-b*	1105 Wynne-Claughton Bldg. ... Atlanta, Ga.	
ECCLES ADV., WARREN	2946 Ocean Front ... Santa, Monica, Cal.*	
	Fun Palace Bldg. ... Ocean Park, Cal.	
ECKFORD ADV. CO., *b-d*	524 Wynne-Claughton Bldg. ... Atlanta, Ga.	Mae P. Eckford; Geo. A. Eckford; Harry L. Morrill, Jr.
EDDY & CLARK, INC., *e-f*	Akron Savings & Loan Bldg. ... Akron, Ohio	Geo. Fishback
EDDY ADV. AGCY., LOUIS O.	Marshall Field Bldg. ... Chicago, Ill.	L. O. Eddy
EDMONDSON CO., E. S., *a*	1700 Walnut St. ... Philadelphia, Pa.	R. D. Pettitt
EDWARDS, EWING & JONES, INC., *a-f-h*	36 W. 44th St. ... New York City	
	North American Bldg. ... Philadelphia, Pa.	
EHLBERT ADV. SERVICE, INC., *d-e-f*	14 E. Jackson Blvd. ... Chicago, Ill.	Mark K. Ehlbert
EHLINGER, STANLEY, *e*	Commercial Bldg. ... Tulsa, Okla.	
ELLIOTT, ADV., A. R., *a-e*	53 Park Place ... New York City	Daniel M. Elliott
ELLIS CO., A. W., *a-e-h*	40 Central St. ... Boston, Mass.	
ELLIS, INC., LYNN	315 Montgomery St. ... San Francisco, Cal.	Mary Barstow
EMERY ADV. CO.	1150 Telephone Bldg. ... St. Louis, Mo.	Carlyle Emery; Nyril Mallon
EMPIRE ADV. SERVICE, *a-e*	11 W. 42nd St. ... New York City	Frederick F. Roeding; J. Palmer Cumming

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Blaker Advertising Agency, Inc.

Graybar Building New York

Name of Client	*Type of Product*
American Radiator Co.	Heaters and Radiators, etc.
Arch Roof Construction Co.	Building Trusses
Arden, Inc., Elizabeth	Venetian Toilet Preparations and Perfume
Arnold	Hairdresser
Barto, E. R. & Co.	Art Furniture
Bayer Schumacher	Costumes
Bellens Wonderstoen Co.	Toilet Prep. Depilatory
Bernstein, Max	Shoes
Bernstein, Wm.	Shoes
Bettinson & Cade	Specialty Dress Goods
Broadway Savings Bank	Savings Bank
De Voo, Adeline	Interior Decorator
Durland, Wm.	Travel Bureau
Elder Corp.	Coins and Curios
Fairmont Agency	Employing Agency
First Baptist Church	Church
Fisher, F. L. Co.	Real Estate
French Bootery	Shoes, Retail
Gerry, K. R.	Interior Decorator
Gracom, D. P.	Interior Decorator
Graham & Zenger	Mfr. Plates
Heller, Helen	Gowns
Henri Boot Shop	Shoes
Irvine, Theodora	Dance Instruction
Jenn-e Mme.	Electrolysis
Joseph, H. & Co.	Maids' and Nurses' Uniforms
Kargere, Inc.	Gowns
Lockwood, Chas. C.	Lawyer
Manning, Eldridge	Gowns
Martin	Hairdressing
Mending Shop	Repairing Gowns
National Park Bank	Bank
Parisian Bootery	Shoes
Penet, Inc.	Shoes, Retail
Pharoah & O'Connell	Imported Men's Shoes
Peasant Art Importing Co.	Imported Novelties
Reischmann Chair Co.	Furniture
Reischmann & Sons	Furniture
Reischmann & Co.	Furniture
Saffir, Abraham	Real Estate
Schernikow, Mrs.	Interior Decorator
Scollan, Mary E.	Electrolysis
Senegas, P.	Hair Goods
Scofield & Co.	Telephone Brackets
Sommer's, Inc.	Women's Shoes
Stern & Tannenbaum	Shoes
Stoopack & Co.	Dress Shop
Vanity Boot Shop	Shoes, Retail
Weiner Levine	Bookshelves and Bookcases
York Galleries	Arms and Armour
SCHOOLS AND CAMPS	
Art Students League	Art Courses
Ballard School (Y. W. C. A.)	Vocational Training
Miss Belden's Residence	Residence Girls
Benjamin School	College Prep.—Girls
Beverly School	Prep. School
Mrs. M. L. Burt	Kindergarten and Primary
Collegiate Secretarial School	Commercial School
Cooper Union	University (Vocational)
Farmer, Mrs.	Residence Girls
Hamilton Institute	Prep. for Girls
Hedley School	Backward Children
La Salle Military Academy	Catholic Educational Training
Luyster, Wilbur A.	Music
Mack, Elizabeth	Dramatic Training
Massee School	Boys' Prep.
Moon School	Business and Secretarial
Mt. Ida School	Girls' Prep.
Natl. Bureau of Private Schools	School Information Bureau
New England School of Design	Art School
New York School of Design	Art School
Petri, Edwardo	Vocal Instructor
Pratt School	Business and Secretarial
Sergio School	Languages
Sound View School	Backward Children
Traphagen School	Costume Design and Illustration
U. S. Secretarial School	Business, Secretarial
Warner School	Vocational Training
Wright's School	College Prep. and Business Secretarial
CAMPS	
Camp Chinqueka	Girls
Camp Fenimore	Boys and Girls
Camp Lone Pine	Boys
Camp Metedeconk	Boys
Camp Ossippee	Boys
Camp Owaissa	Boys
Camp Shanty Shane	Boys
Camp Twa-Ne-Ko-Tah	Girls
Camp Westover	Adults
Camp Wyodo	Girls
Camp Cussewago	Boys

Henry Blackman Sell,
President.

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 196)

	Address		Space Buyers
ENGLISH CO., EARL B., *d*	Drexel Bldg.	Philadelphia, Pa.	Earl B. English
ENSIGN ADV. AGCY., F. A., *a-e*	Union Trust Bldg.	Pittsburgh, Pa.	
EPSTEIN ADV. AGENCY, DADE B., *d*	209 S. State St.	Chicago, Ill.	A. I. Halbquist
EPSTEIN CO., S. M.	Cadillac Sq. Bldg.	Detroit, Mich.	Norman R. Thal
EQUITY ADV. AGCY., INC., *d*	100 W. 42nd St.	New York City	David H. Boxer
ERICKSON CO., INC., *a-f*	New York Central Bldg.	New York City	G. H. Richards; J. J. Veth
ERICKSON ADV. AGCY., E. N., *a-h*	21 Park Row	New York City	
ERIE ADV. AGENCY	Erie Bldg.	Cleveland, Ohio	
ERWIN, WASEY & CO., LTD., *a-e-f-h*	844 Rush St.	Chicago, Ill.*	E. Ross Gamble, Chicago Office; Malachy Murray, New York Office
	420 Lexington Ave.	New York City	
	King's Bldgs., Dean Stanley St., Westminster, S. W. 1.	London, England	
	19 Boulevard Malesherbes	Paris, France	
	43 rue Royale	Brussels, Belgium	
	Montergaarden, Montergade 10	Copenhagen K, Denmark	
	Bulevardink 12	Helsingfors, Finland	
	22 Corso, Vittorio Emanuele	Milan, Italy	
	182 Schiekade	Rotterdam, Holland	
	Drottninggatan 14	Stockholm, Sweden	
	7 Rami Strasse	Zurich, Switzerland	
	Erwin, Wasey m. b. H. Bellevuestrasse 14	Berlin, W. 9, Germany	
	Ervaco, Paseo de Gracia 91	Barcelona, Spain	
ETHERINGTON SERVICE, LEONARD, *d*	6 Beacon St.	Boston, Mass.	Leonard Etherington
EVANS, INC., ADV. AGENCY, ALBERT		Fort Worth, Texas.	
EVANS ASSOCIATES, INC., *d-f*	225 N. Michigan Ave.	Chicago, Ill.	J. C. Teller; A. M. Alexander
EVANS & BRISEBOIS, *d*	601 Boyer Bldg.	Detroit, Mich.	F. E. Evans
EVANS, KIP & HACKETT, INC., *a-e-h*	386 Fourth Ave.	New York City	W. T. Marquis
EVERITE ADV. AGCY., INC., *d*	1482 Broadway	New York City	
EWING, JONES & HIGGINS, INC., *e*	North American Bldg.	Philadelphia, Pa.*	Grosvenor L. Ball, Philadelphia
	36 W. 44th St.	New York City	
EXPORT ADV. AGENCY	Transportation Bldg.	Chicago, Ill.*	
	285 Madison Ave.	New York City	

F

	Address		Space Buyers
FAIRALL & CO., *a-e*	Commonwealth Bldg.	Des Moines, Iowa*	L. R. Fairall
	Medical Arts Bldg.	Burlington, Iowa	M. R. Alexander
FAIRFAX ADV. AGCY., H. W., *a-e*	63 Park Row	New York City	Ford H. Mehle; Val Spotto
FARNSWORTH & BROWN, INC., *a-e*	2 W. 45th St.	New York City	I. J. Hagan
FARRAR CO., *e*	1151 S. Broadway	Los Angeles, Cal.	
FARRAR ADV. CO., *e*	930 Fulton Bldg.	Pittsburgh, Pa.	
FASHION ADV. CO., *d*	260 W. 39th St.	New York City	Merr Hermer
FAURote, FAY LEONE	420 Lexington Ave.	New York City	
FAXON, INC., *a-e*	400 N. Mich. Ave.	Chicago, Ill.	
FECHEIMER FRANK & SPEDDEN, INC., *a-e-f*	1224 Maccabees Bldg.	Detroit, Mich.	S. M. Fecheimer; R. G. Spedden
FEDERAL ADV. AGENCY, INC., *a-e-f-h*	6 E. 39th St.	New York City	Clifford J. Rohde; H. R. Bayle
FEIGENBAUM ADV. AGENCY, HARRY, *d-e*	1211 Chestnut St.	Philadelphia, Pa.	David Wermen
FENSHOLT, A. H., *a-f*	549 W. Washington St.	Chicago, Ill.	A. H. Fensholt; R. D. Allbright
FENTON, RICHARD L., *d-e*	641 O'Farrell St.	San Francisco, Cal.	E. S. Baring
FERGUSON, THOMAS R., *d*	435 N. Mich. Ave.	Chicago, Ill.	A. S. Paulsen
FERRO ADV. DAVID J.	468 4th Ave.	New York City	
FERRY-HANLY ADV. CO., *a-e-h*	1110 Grand Ave.	Kansas City, Mo.*	Miss Laura Webster, K Kansas City
	1306 Tower Bldg.	Chicago, Ill.	
	11 W. 42nd St.	New York City	
FERTIG CO., INC., LAWRENCE, *a-e-f*	150 Madison Ave.	New York City	E. M. Ahlstrand
FIELD ADV. SERVICE, *a-e*	518 N. Delaware St.	Indianapolis, Ind.	V. Ernest Field; Ralph G. Elvin
FINNEY ADV. CO., INC., W. B., *a-e*	1737 McGee Kirkwood Bldg.	Kansas City, Mo.	Otto Grasse; C. D. Wing
FIRESTONE ADV. SERVICE, *d*	570 Seventh Ave.	New York City	P. Koren
FISHER-WILSON ADV. AGCY., *a-e-f-h*	1627 Locust St.	St. Louis, Mo.	M. L. Glucksman
	1421 Chestnut St.	Philadelphia, Pa.	L. L. Harrison
FITZGERALD ADV. AGENCY, INC., *b-e*	Southern Bldg.	New Orleans, La.	T. B. Moody
FLAGLER - THORN - McQUAIG, INC.	73 W. Eagle St.	Buffalo, N. Y.	
FLANNIGAN ADV. AGCY., J. L., *d*	58 Exchange St.	Binghamton, N. Y.	
FLETCHER, FRANK IRVING	331 Madison Ave.	New York City	
FLORIAN ADV. AGCY., PAUL A., *e*	122 S. Mich. Ave.	Chicago, Ill.	
FOLEY ADV. AGENCY, INC., RICHARD A., *a-e-h*	1600 Arch St.	Philadelphia, Pa.	
FONDA-HAUPT CO., *a-e-f-h*	286 Fifth Ave.	New York City	
FOREIGN ADV. & SERVICE BUREAU, INC.	525 Sixth Ave.	New York City	D. H. Russell
	2842 W. Grand Blvd.	Detroit, Mich.	
	53 Haymarket, S. W. 1	London, England	
FORT ADVERTISING AGCY., LEWIS, D.	Cotton Exchange Bldg.	Memphis, Tenn.	
FOULK ADV. AGCY., R. F.	326 Fourth Ave.	Pittsburgh, Pa.	
FOSTER & DAVIES, INC., *d-e*	2116 Keith Bldg.	Cleveland, Ohio	Maxton R. Davies; H. G. Hill; J. B. Mackenzie
FOX & MACKENZIE, *a-e*	1214 Locust St.	Philadelphia, Pa.	W. A. Fox; C. T. Miller
FRANK & CO., ALBERT, *a-e-h*	14 Stone St.	New York City*	J. B. Hydorn; G. Fostel; A. E. Jones; Geo. Borst
	134 S. La Salle St.	Chicago, Ill.	
	507 Montgomery St.	San Francisco, Cal.	
	10th & Flower Sts.	Los Angeles, Cal.	
	11 Avery St.	Boston, Mass.	
	176 Middle St.	Lowell, Mass.	
	12th & Jefferson Sts.	Portland, Ore.	
	Sansom & 16th Sts.	Philadelphia, Pa.	
	Lloyd Bldg.	Seattle, Wash.	
	5 New Bridge St., E. C.	London, England	
FRANKEL ADV. AGCY., S. W., *a*	20 E. 57th St.	New York City	Robert W. Frankel
FRANKLIN ADV. AGENCY	56 W. Washington St.	Chicago, Ill.	M. A. Tarrach
FRANKLIN ADV. CORP., *e*	246 Fifth Ave.	New York City	
FREEZE, VOGEL, CRAWFORD, INC., *a-e*	441 Broadway	Milwaukee, Wis.	
FREITAG ADV. AGCY., *b-e*	Bona Allen Bldg.	Atlanta, Ga.	
FREY CO., CHARLES DANIEL, *a-e*	333 N. Mich. Ave.	Chicago, Ill.	R. G. Timmerman
FREYSTADT-JURASCHEK, INC., *e-f*	17 E. 49th St.	New York City	Francis Juraschek; Reginald Perry
FRIEND ADV. AGCY., *a-e*	171 Madison Ave.	New York City	
FRIEND - WIENER - DONOHUE ADV. CO., *e*	Woolworth Bldg.	New York City	
FRIZZELL ADV. AGCY., INC., *a-e*	Palace Bldg.	Minneapolis, Minn.*	F. L. Frizzell; Louis H. Frohman; William F. Clifford
	Oppenheim Bldg.	St. Paul, Minn.	
FROHMAN, LOUIS H., *a-e*	105 W. 40th St.	New York City	
FROST CO., INC., HARRY M., *a-e*	260 Tremont St.	Boston, Mass.*	Karl M. Frost
	90 Exchange St.	Lynn, Mass.	
FROWERT CO., INC., PERCIVAL K., *a*	250 Park Ave.	New York City	Frank W. McGuirk
FULLER ADV. AGCY., INC., J. JAY, *a-e-f*		Buffalo, N. Y.	H. A. Laney; N. E. Forgie; J. P. Smyth; C. E. Gray
FULLER & SMITH, *a-e-h*	1501 Euclid Ave.	Cleveland, Ohio	E. J. Alexander; W. J. Staab; F. K. Hall

G

	Address		Space Buyers
GAINES AGENCY, *d*	Milam Bldg.	San Antonio, Tex.	Thelma Gaines; Marion D. Johnson; Jewel Bennett
GALE & PIETSCH, INC., *a-e*	333 N. Mich. Ave.	Chicago, Ill.	M. A. Kanealy
GALL, GEORGE H.	1440 Broadway	New York City	
GANTERT, PALMER, *d*	30 E. 42nd St.	New York City	C. Palmer Gantert
GARDINER CO., INC., WM. RAY, *a*	9 E. 40th St.	New York City	
GARDINER & WELLS CO., INC., *a-e*	2 Park Ave.	New York City	Jos. H. Weinberg
GARDNER ADV. CO., *a-e-f-h*	1627 Locust St.	St. Louis, Mo.*	E. W. Schulenberg, St. Louis
	1 Pershing Square	New York City	Fred H. Kenkel, New York
GAUTHIER ADV. SERVICE, *d*	Borinquen Bldg.	San Juan, Porto Rico	Juvenilina Co., Ponce, and others
GEARE, MARSTON & PILLING, INC., *e*	1600 Arch St.	Philadelphia, Pa.	
GEER CO., DEAN W., *d-e*	190 Main St.	Oshkosh, Wis.	R. W. Baxandall; R. G. Murray
GELLES ADV. AGENCY, *d*	120 E. Fordham Road	Bronx, N. Y.	Jerome M. Lichtenberg
GELWICKS CO., INC., HARRY R., *a-e*	5 Court Square	Long Island City, N. Y.	Louis E. Gelwicks; Arthur B. Ersfeld; Charles McMurdy
GENERAL ADV. CO., *e-f*	1305 Inland Bank Bldg.	Indianapolis, Ind.	
GEORGE - HARRISON - PHELPS, INC.	2761 E. Jefferson Ave.	Detroit, Mich.	A. M. Lewis
	247 Park Ave.	New York City	
	Park-Royal-Road, No. Acton, London, N. W. 10.	London, England	
GERMO ADV., ELEANOR	601 Beaux Arts Bldg.	Los Angeles, Cal.	
GEYER CO., *a-e*	Third National Bldg.	Dayton, Ohio	C. J. Spengler
GIBSON CO., GEO. H., *f*	100 Gold St.	New York City	Luis Gibson
	3146 N. 17th St.	Philadelphia, Pa.	
GILLESPIE CO., *d*	1303 Industrial Bank Bldg.	Detroit, Mich.	Geo. A. Gillespie; C. W. Gillespie
GILLHAM CO., L. S., *a-e-f-h-j*	1031 S. Broadway	Los Angeles, Cal.	Wayne Castle, Los Angeles
	220 Continental Bank Bldg.	Salt Lake City, Utah	N. A. Whittaker, Salt Lake City
GLAHN, D. VON	233 Broadway	New York City	D. von Glahn
GLASER & MARKS, INC., *a-e*	230 Boylston St.	Boston, Mass.	Louis Glaser; H. J. Marks; N. L. O'Brien
GLOBE ADV. AGCY., INC., *e*	17 S. Main St.	Norwalk, Conn.	
GOEPEL, JR., AGENCY, CHARLES H.	Stephen Girard Bldg.	Philadelphia, Pa.	C. H. Goepel, Jr.
GOLDMAN ADV. SERVICE, INC., *a*	1270 Broadway	New York City	
GOLDSMITH CO., *a-e*	17 Academy St.	Newark, N. J.	Louis F. Herman; H. R. Levy; H. C. Wilson
GOOD ADV. CO., H. H.	45 Murray St.	New York City	Chas. C. Orcutt
GOODNOW ADV. SERVICE, MARC N., *d*	515 American Bank Bldg.	Los Angeles, Cal.	Marc N. Goodnow
GOODWIN, INC., H. C., *a-e-f*	70 Exchange St.	Rochester, N. Y.*	A. T. Jones
	246 Fifth Ave.	New York City	
GORDON AGENCY, PHIL., *e*	323 N. Mich. Ave.	Chicago, Ill.	Kenneth C. Ring; G. Pedersen
GOTHAM ADV. CO., INC., *a-e-f*	114 Liberty St.	New York City*	W. G. Hildebrant
	504 Free Press Bldg.	Detroit, Mich.	John E. Hill
GOTTSCHALDT - HUMPHREY, INC., *b-d-e*	Palmer Bldg.	Atlanta, Ga.	Miss Margaret Anderson; Allan C. Gottschaldt; Warren A. Humphrey
GOULD CO., INC., M. P., *a-e-h*	450 Fourth Ave.	New York City	Miss D. E. Long
GOULD, ADV., P. T., *e*	536 W. Congress St.	Detroit, Mich.	P. T. Gould
GOULSTON CO., *e*	18 Tremont St.	Boston, Mass.	
GRACE & HOLLIDAY, *a-e*	317 Penobscot Bldg.	Detroit, Mich.*	L. C. Grace
	366 Madison Ave.	New York City	

(Continued on page 200)

(For Explanation of Key Letters See Page 193)

21,852,657

Lines of Advertising
IN 1928
a tremendous gain of

1,575,831 LINES

more than our 1927 record

San Antonio Express
San Antonio Evening News

record for the past 6 years

1928
21,852,657 Lines

1927
20,276,826 Lines

1926
19,544,428 Lines

1925
17,692,535 Lines

1924
16,774,932 Lines

1923
15,703,222 Lines

12,562,368 Lines of Local Advertising, or 1,123,150 lines more than in 1927

4,139,927 Lines of National Advertising, or 401,854 lines more than in 1927

5,150,362 Lines of Classified Advertising, or 50,827 lines more than in 1927

FOR 64 YEARS, San Antonio, the largest, richest and best known city of Texas has had one good morning newspaper . . . San Antonio Express.

For Ten years San Antonio has had a good afternoon paper . . . San Antonio Evening News. These two newspapers dominate the advertising field in one of the richest and largest trade territories in the Southwest, and are known to have in their region a perfect coverage of San Antonio and Southwest Texas.

San Antonio Express and San Antonio Evening News work for the advertiser best because they possess the invaluable quality of READER CONFIDENCE!

The gain of 6,149,435 lines of advertising in 5 years, which is an average of 1,229,887 lines a year by the San Antonio Express and San Antonio Evening News, is conclusive recognition of these newspapers as advertising mediums—and show how firmly they are fixed in the minds and judgment of advertisers . . . Local, National and Classified.

San Antonio Express.
Every Morning and Sunday

SAN ANTONIO EVENING NEWS
Every Evening - Except Sunday

Two Distinct and Separate Newspapers of Almost Non-Duplicating Circulation

Lineage figures given in previous advertisement were inadvertently wrong, and these figures are the correct ones.

THE · JOHN · BUDD · COMPANY

National Advertising Representatives

New York
Dallas
Chicago
San Francisco
St. Louis
Portland
Atlanta
Los Angeles

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 188)

	Address	Space Buyers
GRANT & WADSWORTH, INC., *a-e*	342 Madison Ave. New York City	Wm. A. Grant; Ralph K. Wadsworth
	75 East Wacker Drive Chicago, Ill.	R. G. Campbell; Ralph Rosenthal; Howard N. Morton
GRAVES, INC., WM. ELLIOTT, *d*	30 N. Michigan Blvd. Chicago, Ill.	E. E. McCleish; M. K. Graves
GRAY & CO., A. A., *f*	176 W. Adams St. Chicago, Ill.	A. A. Gray
GRAY, JEROME B.	16th & Parkway Philadelphia, Pa.	Jerome B. Gray; Robert W. Graham
GRAY, INC., RUSSELL T., *f*	205 Wacker Drive Chicago, Ill.	R. V. Barr
GRAYHURST & SCOTT, *d*	16 West 45th St. New York City	J. W. Grayhurst; W. P. Scott
GREEN ADV. AGCY., INC., CHARLES C., *a-e*	1701 Walnut St. Philadelphia, Pa.	G. H. Schiesser
GREEN & CO., HARRY B., *d*	Citizens Nat'l Bank Bldg. Baltimore, Md.	A. M. Engers
GREENE ADV. AGENCY, FINLEY H., *a-e*	360 Delaware Buffalo, N. Y.	
GREENE & CO., JAMES A., *a-b-e-f*	303 Glenn Bldg. Atlanta, Ga.	A. R. Cooper
GREEN & VAN SANT CO., *a-e-f*	First Nat'l Bank Bldg. Baltimore, Md.	Robert E. Daiger
GREEN, FULTON, CUNNINGHAM CO., *a-e-h*	360 N. Michigan Ave. Chicago, Ill.	
GREENLEAF CO., *a-e-h*	80 Federal St. Boston, Mass.	George R. Dunham
GRENELL ADV. AGENCY, *h*	912 Michigan Theatre Bldg. Detroit, Mich.	Fred T. Grenell
GREVE ADV. AGCY., INC., *d-e-h*	606 Builders Exchange Saint Paul, Minn.	A. B. Connolly
GREY ADV. SERVICE, INC., *d*	128 W. 31st St. New York City	William E. Hedler
GRIFFIN, JOHNSON AND MANN, INC., *a-e-f-h*	18 East 48th St. New York City	Howard C. Sayre
GRISWOLD - ESHLEMAN CO., *a-e-f-h*	1450 Leader Bldg. Cleveland, Ohio	Henry T. Bourne
GROESBECK - HEARN, INC., *a-e-f-h*	415 Lexington Ave. New York City	Thomas O'Donnell
GROSS ADV. AGENCY, *e*	330 S. Wells St. Chicago, Ill.	
GROVER CO., INC., WILLIAM J., *d*	Business College Bldg. Lima, Ohio	W. J. Grover; H. E. Murray
GROVES-KEEN, INC., *b-e*	401 Bona Allen Bldg. Atlanta, Ga.	
GUENTHER-BRADFORD & CO., *a-e*	15 E. Huron St. Chicago, Ill.	William O'Brien
GUENTHER-COMER ADV. AGENCY, *e*	715 Felix St. St. Joseph, Mo.*	
	726 Finance Bldg. Kansas City, Mo.	R. C. Comer; Wm. H. Guenther
GUENTHER-RUSSELL LAW, INC., RUDOLPH, *a-e*	131 Cedar St. New York City*	Howard C. Allen, Ralph E. Bauman, Curtis N. Browne, B. T. Butterworth, Jr., Victor J. Cervasco, Russell Clevenger, Emmett Corrigan, F. D. Cruikshank, Mary B. Cush, H. W. Doremus, Mary C. Duffy, Edward S. Harvey, H. St. John Harvey, Wm. P. H. Hudson, M. Jones, S. B. Kahn, Robert A. Kelly, George H. Knott, H. M. Littlefield, Ethel G. McAdie, H. Mallin, Joseph Mayer, E. Mayblothling, Frank E. Powderly, Russell T. Kendrick, Russell S. Sims, Wm. J. Tierney, Albert Miller, New York; Harry J. Alderton, W. J. Doherty, Chicago; George Davisson, Robert F. Record, Philadelphia: Vincent Beschel San Francisco: Leonard A. Monzert, Joseph Hamlin, Boston
	120 S. La Salle St. Chicago, Ill.	
	Hunter Dulin Bldg. San Francisco, Cal.	
	1116 Packard Bldg. Philadelphia, Pa.	
	Minot Bldg. Boston, Mass.	
GUMBINNER ADV. AGENCY, LAWRENCE C., *a-e-f*	9 East 41st St. New York City	Jack Goldburg
GUNDLACH ADV. CO., *a-e*	Wrigley Bldg. Chicago, Ill.*	
	Fox Bldg. Philadelphia, Pa.	J. L. Stewart; M. A. Robinson
GUNNISON, INC., STANLEY E., *a-e*	57 West 44th St. New York City	Robert J. Chambers

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	Address	Space Buyers
HAEHNLE CO., WALTER F., *a-e-f*	622 Broadway Cincinnati, Ohio	W. F. Haehnle
HAHN-RODENBURG CO.	Kerasotes Bldg. Springfield, Ill.	C. E. Hahn
HAILEY & LEWIS, INC., *d*	612 Two Republics Bldg. El Paso, Tex.	H. W. Hailey; G. A. Chandler
HAINES ADV. AGCY., J. B., *a-e*	1218 Chestnut St. Philadelphia, Pa.	C. S. Haines
HALL ADVERTISING CO.	1022 West 28th St. Erie, Pa.	R. W. Hall
HALL, S. ROLAND, *a-e-f-h*	First National Bank Bldg. Easton, Pa.	S. Roland Hall
HALLOCK, W. W.	239 West 39th St. New York City	
HALSELL CO., HAROLD, *d-e*	Petroleum Bldg. Oklahoma City, Okla.	Harold Halsell
HAMBY, INC., LAWRENCE T., *d*	40 Buhl Bldg. Detroit, Mich.	
HAMILTON & BAMFORD	39 Cortlandt St. New York City	
HAMILTON ADV. AGCY., J. R., *a-d-e*	180 N. Michigan Ave. Chicago, Ill.	Miss M. L. Reimer
HAMILTON CORP., ROBERT, *a-e*	207 Fourth Ave. New York City	R. W. Shiffel
HAMILTON, WILLIAM IRVING *a-e*	267 Fifth Ave. New York City	
HAMMAN, K. L., *e-f-h-j*	316 13th St. Oakland, Cal.	M. Maggiora; F. C. Anderson
HAMMEL ADV. CORP., *j*	548 S. Spring St. Los Angeles, Cal.	Stuart L. Klingelsmith
HANBERY-BECKER CO.	306 Press-Telegram Bldg. Long Beach, Cal.	Welch Hanbery; Max W. Becker
HANFF-METZGER, INC., *a-e-f-h*	Paramount Bldg. New York City	
HANNAH-CRAWFORD, INC., *f*	304 Pine St. Green Bay, Wis.	
	Kesselman Bldg. Milwaukee, Wis*	
HANSON ADV. AGCY., *d*	P. O. Box 1265 Orlando, Fla.	
HANSON CO., INC., JOSEPH E., *a*	85 Lincoln Park Newark, N. J.	
HARDY, INC., WALTER E., *a-e-f*	6 N. Michigan Ave. Chicago, Ill.	Hubert L. Hardy; Corinne Cresman
HARMON, INC., G. HOWARD, *a-e*	420 Lexington Ave. New York City	
HARRISON ADV. AGCY., BETTY T., *d*	1304 Detwiler Bldg. Los Angeles, Cal.	
HARRISON, E. C.	22 E. Gay St. Columbus, Ohio	
HARRISON-GUTHRIE AGCY., *a-e-f*	1834 1st National Soo Line Bldg. Minneapolis, Minn.	
HARRISON-RIPPEY ADV. CO., CO., *a-e*	Arcade Bldg. St. Louis, Mo.	Milton Rippey
HART-CONWAY CO., INC., *e*	14 Franklin St. Rochester, N. Y.	
HARVEY ADV. AGCY., *a-b-e*	711 Walton Bldg. Atlanta, Ga.	
HARVEY & HALE, INC., *a-e*	369 Lexington Ave. New York City	
HARWOOD ADV. AGCY., *d*	10 S. 18th St. Philadelphia, Pa.	C. F. Harwood
HART-CONWAY CO., INC., *d*	Temple Bldg. Rochester, N. Y.	H. L. Hart; W. E. Conway
HATHAWAY ADV. SERVICE, *d-e*	213 Ferguson Bldg. Colorado Springs, Colo.	
HAVEN, EDWIN H., *e*	5-7 Beekman St. New York City	
HAWK, FINANCIAL ADV., C. FRANKLIN HAWK, *d*	423 Euclid Ave. Cleveland, Ohio	
HAWKEYE ADV. CO.	Drawer H. Manitou, Colo.	J. Fred Thomas
HAWLEY ADV. CO., INC., *a-e-f-h*	95 Madison Ave. New York City	(Miss) Mary L. Mulligan
HAYER, HENRY R., *d*	311 Pine St. Portland, Ore.	G. E. Boyersmith
HAYNES ADV. AGCY., *d*	Sunderland Bldg. Omaha, Neb.	J. B. Haynes; J. W. Haynes; W. E. Kavan; Den De Essee
HAYS ADV. AGCY., *a-e*	246 College St. Burlington, Vt.	
HAZARD ADV. CORP., *a-e*	7 East 42nd St. New York City	C. H. Hazard
HEER ADV. AGCY., *d-e*	386 S. Fourth St. Columbus, Ohio	C. M. Beecher
HEILBRONNER CO., A. H.	First National Bank Bldg. Butte, Mont.	A. H. Heilbronner; E. M. Miller
HEINEKEN CO., INC., C. A.	522 Fifth Ave. New York City	
HELD ADV. CO., INC., J. F.	Lloyd Bldg. Seattle, Wash.	J. F. Held; Laura N. Ashley; Frederic A. Held; Howard R. Smith
HELLWIG CO., E. W., *a-e*	9 East 40th St. New York City	G. V. Carhart
HELPRIN ADV. ORGANIZATION, J. A., *d*	223 W. Baltimore St. Baltimore, Md.	Miss A. C. Maloney
HENNESSY CO., D. A. C., *e*	Illinois Bldg. Indianapolis, Ind.	
HENRI, HURST & McDONALD, INC., *a-e*	58 East Washington St. Chicago, Ill.	N. H. Pumpian
HENRIKSON, ADV., CARL I., *d-e-f*	417 S. Dearborn St. Chicago, Ill.	C. I. Henrikson
HEER ADVERTISING AGCY., *d*	386 S. Fourth St. Columbus, Ohio	C. M. Beecher
HERR ADVERTISING AGCY., *a*	Baker Bldg. Minneapolis, Minn.	J. G. Herr; J. A. Quint
HIBSON & BROS., *a*	116 Nassau St. New York City	T. R. Hibson; C. H. O'Donnell; E. Struckman
HICKS ADV. AGCY., *a-e*	52 Vanderbilt Ave. New York City	Raymond W. Grayson
HICKS, INC., WARD, *d*	First National Bank Bldg. Albuquerque, N. Mex.	Ward Hicks, Albuquerque, N. M.
	First National Bank Bldg. El Paso, Tex.	George A. Whitcomb, El Paso, Tex.
HILL CO., INC., ALBERT P., *a-e-h*	233 Oliver Ave. Pittsburgh, Pa.	Herbert Gesregan
HILL ADV. AGCY., W. S., *a-e*	323 Fourth Ave. Pittsburgh, Pa.	George B. Kerr
HINRICHSEN ADV. AGENCY, FRED A., *d-f*	American Bank Tower Davenport, Iowa	Fred A. Hinrichsen; Glenn Beavers; Clement T. Hanson
HIRSCH ADV., AGCY., *a*	425 Fourth Ave. New York City	S. J. R. Steiner; P. H. Schoop
HIRSHON CO., INC., ARTHUR, *d*	440 Broadway New York City	Helen Quinto
HOAG & FORD, *d*	205 Union League Bldg. Los Angeles, Cal.	
HOGE, HUBER, INC., *e*	415 Lexington Ave. New York City	
	Confederation Life Bldg. Toronto, Canada	
HOFHEIMER, S. D., *d-e*	Land Title Bldg. Philadelphia, Pa.	
HOLLAND ADV. AGCY., JOHN A., *d*	68 Devonshire St. Boston, Mass.	John A. Holland
HOLDEN, ADV. AGCY., JOHN T.	1808 Del Paro Boulevard N. Sacramento, Cal.	
HOLDEN MCKINNEY & CLARK, INC., *d*	2457 Woodward Ave. Detroit, Mich.	D. C. Flint; C. A. Stevenson
HOLDEN, PETERS & CLARK, INC., *f*	Donovan Bldg. Detroit, Mich.	
HOLMES ADVERTISING AGCY., FRANCES, *a-e*	1129 Van Nuys Bldg. Los Angeles, Cal.	
HOLUB & KINGON, INC.	116 West 39th St. New York City	I. B. Holub; S. J. Kingon
HOMMANN & TARCHER, INC. *a-e-f*	French Bldg. New York City	Wm. E. Larcombe
HONIG-COOPER CO., *a-e-h-j*	507 Montgomery St. San Francisco, Cal.*	MacCampell, San Francisco
	Petroleum Securities Bldg. Los Angeles, Cal.	
	13th & Jefferson Sts. Portland, Ore.	
	1020 Lloyd Bldg. Seattle, Wash.	
HOOPER, CARROLL I.	80 Boylston St. Boston, Mass.	
HOOPES ADV. AGCY., INC., EDGAR M., *a*	402 Equitable Bldg. Wilmington, Dela.	Edgar M. Hoopes, Jr.; B. I. Houpt
HORNE CO., C. A., *a-e*	1330 Russ Bldg. San Francisco, Cal.	C. A. Horne
HOSMER ADV. AGCY., INC., *d*	52 Chauncy St. Boston, Mass.	George H. Hosmer
HOULIHAN, INC., JAMES, *j*	Advertisers' Bldg. Oakland, Cal.*	
	287 Chamber of Commerce Bldg. Los Angeles, Cal.	Miss L. Clark
	Pacific Bldg. Portland, Ore.	
	907 Lloyd Bldg. Seattle, Wash.	
HOUSE ADV. AGCY., ARTHUR E.	90 University St. Seattle, Wash.	A. E. House; J. M. Finley; F. J. Wonders
HOUSE OF HUBBELL, INC., *a-e*	Hubbell Bldg. Cleveland, Ohio	
HOUSTON ADV. SERV. CO., *j*	Hasco Bldg. Los Angeles, Cal.	A. J. Houston; E. Sibel
HOWARD, E. T., CO., INC., *a-e*	420 Lexington Ave. New York City	
HOWER ADV. AGCY., CO., *a-e*	1213 Security Bldg. Denver, Colo.	C. M. Hower; R. Y. Reaves; Miss S. Shafer
HOWLAND ADV. AGCY., INC., H. S., *a-e*	2 Park Ave. New York City	H. E. Wade; E. H. Acree
	164 Wildwood Ave. Montclair, N. J.	
HOYT CO., INC., CHARLES W., *a-e-h*	11 East 36th St. New York City*	C. B. Donovan
	Little Building Boston, Mass.	
	Third Nat'l Bank Bldg. Springfield, Mass.	
HOYT-MARTIN & MASSEY, *b*	Durham, N. C. Greensboro, N. C.	

(Continued on page 204)

(For Explanation of Key Letters See Page 193)

EXPERIENCE BUILDS THEM—PERFORMANCE KEEPS 'EM ON THE JOB . . .

A portion of the Washington Eve. Star's battery of 43 Linotypes

EXPERIENCE—43 YEARS OF IT—HAS BUILT TODAY'S LINOTYPE. It has kept the machine abreast of the changing needs of newspaperdom, and enabled publishers to meet the demands of multiplied circulation and fast schedules.

This developed experience in manufacture is matched by the performance of the machine, and by the experience of thousands of users the world over. In large plants and small—in hot climes and cold—Linotypes are "clicking" for and with their owners. They are on the job when they need them, they stay on it without whimpering or faltering.

This is confirmed by Alexander Gordon, Head Machinist of the Washington Evening Star, who writes: "The quality of material and workmanship in the Linotype is attested by the fact that the first Linotypes in the Washington Evening Star office ran for over thirty years." . . . .

MERGENTHALER LINOTYPE COMPANY, BROOKLYN, NEW YORK
San Francisco, Chicago, New Orleans Canadian Linotype, Limited, Toronto 2
Representatives in the Principal Cities of the World

LINOTYPED IN THE JENSON BOLD AND BENEDICTINE BOLD SERIES. DECORATION: BORDER MATRICED 12 PT. 550, 12 PT. 548. MATRIX SLIDE 4 PT. 1781

Let America's Finest Fiction and

(*Chicago Tribune Newspapers*

Build Circulation

CHICAGO TRIBUNE

features

COMICS
- Smitty .....D&S
- Ching Chow .....Daily
- Gascline Alley .....D&S
- Gumps .....D&S
- Moon Mullins .....D&S
- Orphan Annie .....D&S
- Harold Teen .....D&S
- Kids .....Sunday
- Winnie Winkle .....D&S
- Broadway .....Daily

CARTOONS
- W. E. Hill Page .....Sunday
- John T. McCutcheon ....D&S
- Carey Orr .....D&S
- Gaar Williams .....D&S

FICTION
- Blue Ribbon Daily Serials
- Blue Ribbon Sunday Serials
- Blue Ribbon Short Stories
- Daily True Life Stories

HUMOR
- "Nobody's Business" by Westbrook Pegler

WEEKLY
- Letters From Paris
- Burns Mantle N. Y. Theatre Letter
- Weekly Hollywood Letter
- Builders Page
- "About Broadway" by Hellinger
- Book Reviews
- *Cartoon Fillers*
- Club Ethics
- Etiquette
- Fashions (Paris)
- Feature Pages
- Maiden Meditations
- Sport Page
- Women's Pages
- Children's illustrated verse
- Home Harmonious
- Cartoon serial, by John T. McCutcheon
- "Washington, Democracy's "Drawing Room" by Genevieve Forbes Herrick
- H. L. Mencken Literary Articles

DAILY AND SUNDAY
- Heart Affairs
- Cook Book
- Beauty
- Dr. Evans' Health Articles
- Farm & Garden
- Line O'Type
- Men's Fashions
- What's Wrong Here
- Women's Fashions
- You and Your Children
- Sentence Sermons
- Page of Cable News

Chicago Tribune "*Chase the Blues*" Comics will pull thousands of new readers for you

THE GUMPS
by Sidney Smith

MOON MULLINS
by Frank Willard

LITTLE ORPHAN ANNIE
by Harold Gray

SMITTY
by Walter Berndt

Comics and circulation? Do a newspaper's comics affect its circulation? For answer to this question which thousands of editors all over America are asking, look to the two newspapers with the largest circulations in America—the Chicago Tribune and the New York News.

The Chicago Tribune—eighty years old—uses only Chicago Tribune Newspapers Syndicate comics, drawn by the world's greatest cartoonists, tried and tested in the great laboratory of the Tribune's pages. The Chicago Tribune's circulation is the largest of any standard-sized newspaper in America!

The New York News—only nine years old—has, in this incredibly short time, built up the largest newspaper circulation in America. And the News gives part of the credit for this amazing circulation supremacy to the pulling power of Chicago Tribune comics.

Readers follow eagerly the doings of the lovable folk in Chicago Tribune comics . . . write letters about them . . . storm their newspaper office if one comic is omitted in a single issue of the paper.

GASOLINE ALLEY
by Frank King

HAROLD TEEN
by Carl Ed

WINNIE WINKLE, THE BREADWINNER
by Martin Branner

KIDS
by Bert Green

Put the marvelous pulling power of Chicago Tribune comics to work for you! Build prestige and circulation—as the Chicago Tribune and New York News have done—with the best that money can buy—

CHICAGO TRIBUNE COMICS!

CHICAGO TRIBUNE

TRIBUNE SQUARE -

Most Entertaining Humor

Syndicate Features)

for Your Newspaper!

Blue Ribbon Fiction receives high honors among best short stories of 1928!

Seventy-five per cent of Chicago Tribune Newspapers Syndicate short stories for 1928 which were read by the O. Henry Memorial Committee of Award (only stories by American authors were considered), are awarded Honorable Mention in the "O. Henry Memorial Award Prize Stories of 1928" —just published.

Edward O'Brien, in his "The Best Short Stories of 1928," gives 19 per cent of Chicago Tribune stories a place on his Honor Roll as *distinctive* stories. Additional proof—another testimonial—that expert judges know Blue Ribbon fiction is the finest reading in the world!

For 1929—the Chicago Tribune Newspapers Syndicate offers a tempting array of fiction—by the most brilliant writers. (Note the sparkling list of names, selected from the 1929 list!) Serials . . . daily and Sunday . . . short stories . . . each year Blue Ribbon fiction is acclaimed leader in the newspaper fiction field!

Have these distinctive stories in your newspaper for 1929! Wire for prices and fiction list!

WORLD-FAMOUS AUTHORS WRITE BLUE RIBBON FICTION FOR 1929!

GALSWORTHY "A Sad Affair"—an intriguing story of the famous Forsytes—by John Galsworthy.

BURT Katherine Newlin Burt writes a poignant story of the west—"The Listener."

COHEN Who but Octavus Roy Cohen could write such a rollicking farce about the Birmingham negro!—"Fast and Curious."

PELLEY "The Continental Angle"—An amusing and appealing tale, entertainingly written —by William Dudley Pelley.

WINSLOW "Vultures" — "A Long Way" — Relentless realism in two powerful short stories—by Thyra Samter Winslow.

WRIGHT (S. S. VAN DINE) A doctor believes all things possible—even the materialization of the dead. "The Atonement"—by Willard Huntington Wright.

EVANS "Royalty From Rotogravuria"—a decidedly different story—by Ida M. Evans.

IRWIN Wallace Irwin writes an enthralling tale of a woman's search for happiness—"Midair."

NEWTON Savaran, "The François Villon of Africa" is the hero of two extraordinary stories—"The Wandering Gentile"—"The Lady Jasmine"—by Douglas Newton.

ROWLAND "A Ward of Mrs. Lee"—an unusual tale, deftly-written, pleasingly told—by Henry C. Rowland.

Newspapers Syndicate

- - CHICAGO

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 200)

	Address	Space Buyers
HUBBELL ADV. AGCY., INC., *e*	1227 Prospect Ave., S. E. .....Cleveland, Ohio ..	
HUDSON ADVERTISING CO....	149 Broadway ....New York City....	Wm. D. Murray
HUGHES, WOLFF & CO., INC., *a-e-f*	500 Taylor Bldg....Rochester, N. Y....	John P. McCarthy
HULL & CO., W. H. H., *a-e-h*....	154 Nassau St....New York City....	John G. Lang
HUMBERT E. JONES.....	239 West 39th St.New York City....	Ralph Jones
HUMPHREY CO., H. B., *a-e-h*	581 Boylston St....Boston, Mass.	Henry B. Humphrey; Richard S. Humphrey; Sheldon M. Fisher; Sherman L. Smith
HUMPHREY-MEREDITH, INC., *e*	936 Engineer's Nat'l Bank Bldg.Cleveland, Ohio ..	
HUMPHREYS & MATTHEWS, INC., *e*.....	Exchange Bldg., P. O. Box 520.....Stockton, Cal.	
HUNGERFORD, ARTHUR E., *d*..	809 N. Charles St.Baltimore, Md. ...	Miss Bessie B. Brown
HUNT CO., ATLEE F., *a-e-f*.....	464 19th St.....Oakland, Cal.	
HUNT ADV. AGCY., JOHN F...	28 S. Main St.....Mechanicsburg, O..	John F. Hunt
HUNT-LUCE AGCY., INC., *e*.....	260 Tremont St....Boston, Mass.	
HUNTINGTON CO., *d*.....	275 Lenox Ave.....New York City....	Helen M. Schall
HURJA, CHASE & HOOKER, INC., *a-e-f*.....	Hearst Square Bldg. .....Chicago, Ill.	M. Rose
HUSBAND & THOMAS CO., INC., *d*.....	67 West 44th St...New York City....	
HUTCHINS ADVERTISING CO., INC., *d-e-f*.....	122 Cutler Bldg...Rochester, N. Y...	F. I. Hutchins
HUTCHINSON, DUKE, *d*.....	75 East Wacker Drive .....Chicago, Ill.	Duke Hutchinson
HYDE, ADV., E. W., *d*.....	511 Henry Bldg....Portland, Ore.	E. W. Hyde

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	Address	Space Buyers
INDUSTRIES PUBLICITY CORP.	90 William St.....New York City....	R. L. Harmon; D. E. Detweiler
INGOLDSBY, CO., WM. A., *a-e-f*.	130 S. Broadway..Los Angeles, Cal..	Ernest Murray
INTERNATIONAL ADV. AGCY. CO.	Berlin, N. J.....	
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(For Explanation of Key Letters See Page 193)

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	524 Dwight Bldg.. Kansas City, Mo..	
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SHARPE & CO., W. W., *a-e*	240 Broadway .... New York City....	
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SHEPARD, K. E., ADV., *e*	Hubbell Bldg. .... Des Moines, Iowa.	
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SHEPHERD ADV.	815 Flatiron Bldg.. Asheville, N. C...	G. O. Shepherd
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	112 W. 9th St.... Los Angeles, Cal..	
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	Cr. Lyon & Ottawa. Grand Rapids, Mich.	
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	National Press Bldg. Washington, D. C.	
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STANDISH ADV. AGENCY, GRANVILLE S., *a-e*	Union Trust Bldg. Providence, R. I...	Granville S. Standish; Leon H. Follett; Margaret T. Deasy
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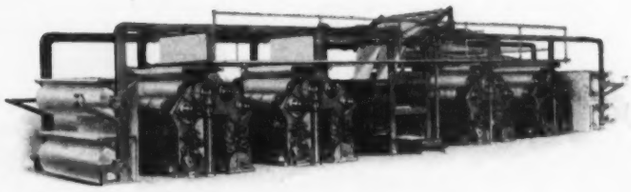
STAPLES & STAPLES, INC., *a-b-e-h*	10 S. 10th St..... Richmond, Va.	

(Continued on page 214)

(For Explanation of Key Letters See Page 193)



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are the result of the *Longest Experience in Unit Presses* and embody these *Exclusive Features:*

Rigid interchangable Bed-Plate Construction.

Most accessible floor-level-operated Unit, occupying least floor-space.

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Standard High-speed Models—400 Cylinder r.p.m. One-Third faster than other Unit Presses.

Extra-High-Speed Model—500 Cylinder r.p.m.

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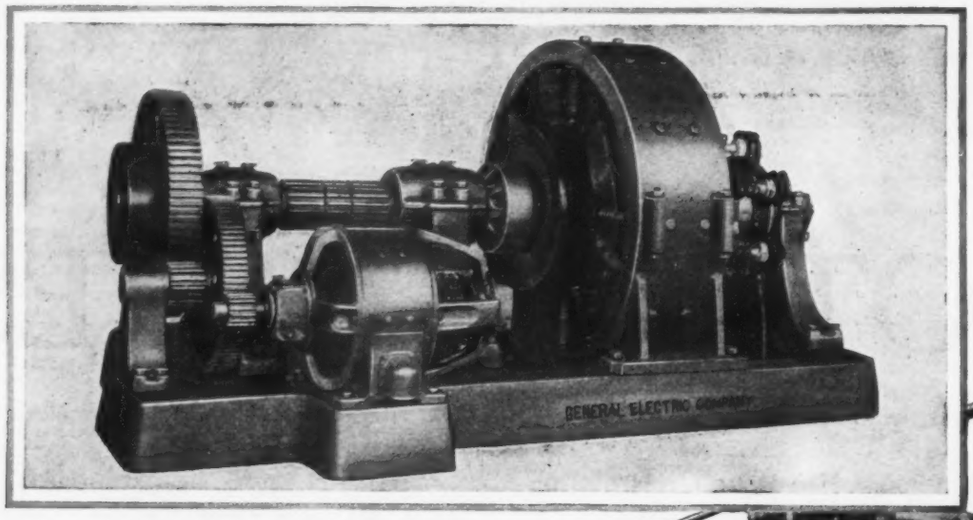
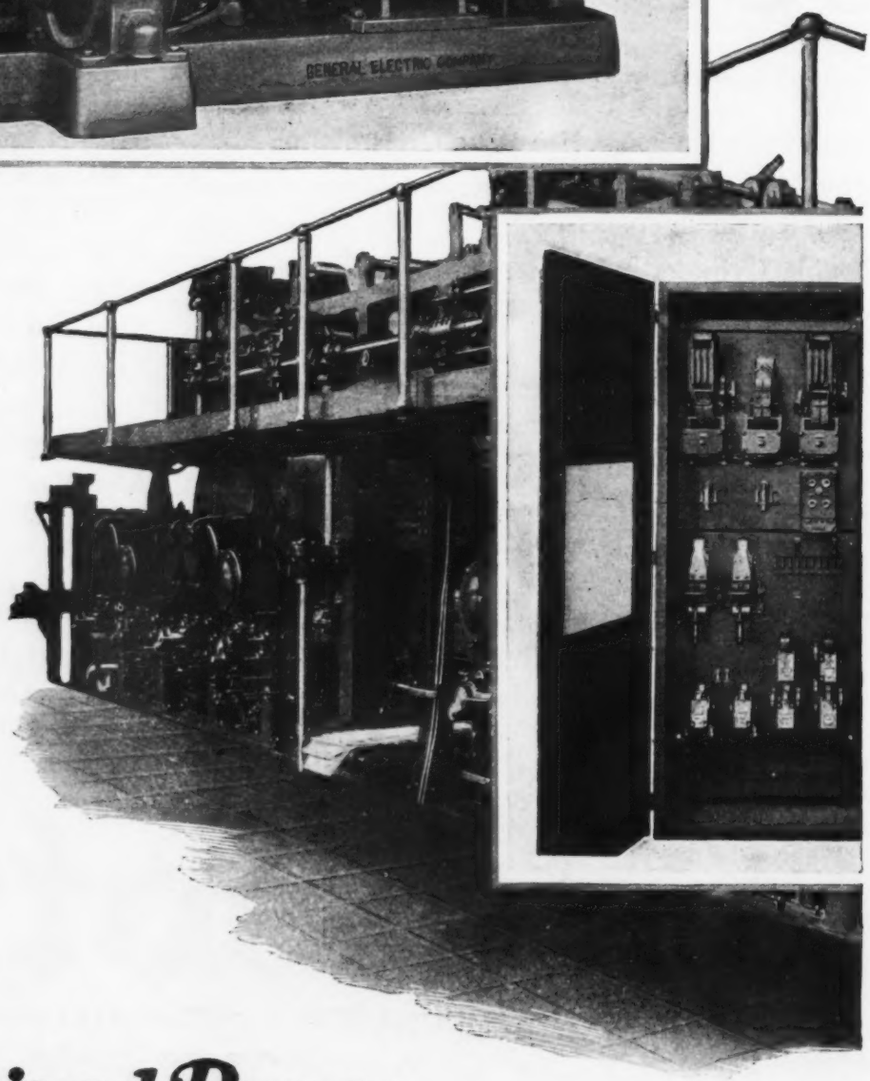
1457 Broadway, New York City **Cable Address: WALTSCOTT NEW YORK** **Monadnock Bldg., Chicago, Ill.**

The New York Times



Double-motor, 250-hp. drive, used by the New York Times on the new high-speed Wood press



Every stereotype furnace in the modern plant of the New York Times is now equipped with electric heat—supplied by G-E heating units and accurately regulated by G-E automatic control.

Motorized Power
—fitted to every need

GENERAL

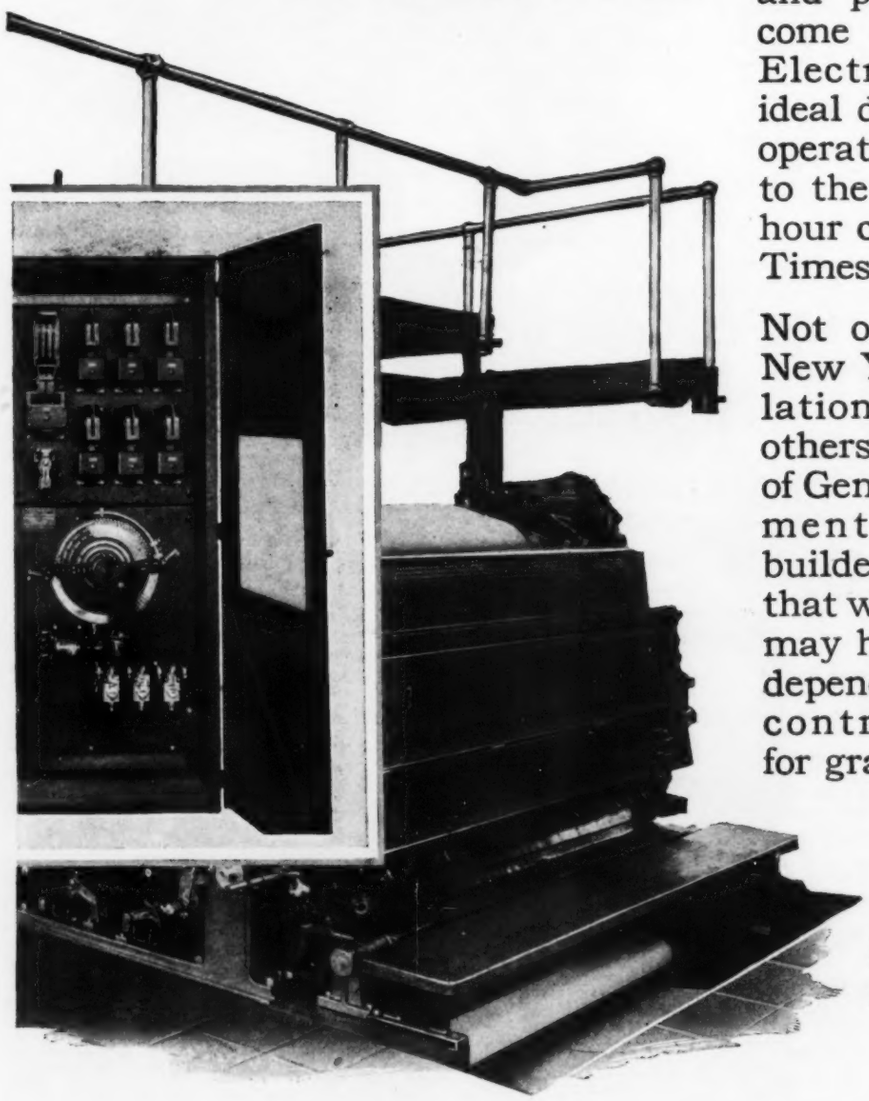
GENERAL ELECTRIC COMPANY, SCHENECTADY, N. Y.

selects G-E Motors and Control *for the largest single press drive ever built*

IT was logical that G-E Motorized Power should be selected for the largest single press drive ever built—the motors and control for the new Wood high-speed press recently installed by the New York Times.

For no matter how revolutionary the mechanical features of newspaper presses, publishers and press-builders have come to expect General Electric to provide an ideal drive for any type, operated at any speed up to the 60,000-papers-per-hour capacity of the new Times press.

Not only in this latest New York Times installation, but in scores of others, the performance of General Electric equipment assures press-builders and publishers that whatever the future may hold in press design, dependable motors and control may be taken for granted.



Full-automatic printing-press controller, installed on the new Wood high-speed press under the supervision of G-E specialists

2-0-237

ELECTRIC

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ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 210)

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STERNFIELD-GODLEY, INC., *d-e*	9 Park Place ..... New York City	Philip Scheft; William Stahl
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	1111 First National Bank Bldg. ..... Ogden, Utah	Horace H. Walker
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STEVENS & CO., JEWELL F., *d-e*	19 S. LaSalle St. Chicago, Ill.	J. F. Stevens; John H. Krause
STEWART-DAVIS ADV. AGENCY, *a-e-h*	400 N. Mich. Ave. Chicago, Ill.	
STEWART-TAYLOR CO.	322 W. Mich. St. Duluth, Minn.	L. E. Marvin; H. H. Sonnenburg
STOCKFORD CO., C. C., *e*	136 Huron St. Toledo, Ohio	
STOCKMAN ADV. AGENCY, A. M., *a-e-f*	20 Vesey St. New York City	L. A. Stockman
STOREY-BELLACK CO., INC., *e*	1111 1st St. Wausau, Wisc.	Daniel H. Storey
STORM, JULES P., & SONS, INC., *a*	420 Lexington Ave. New York City	
STOWELL & SINSABAUGH, INC., *j*	318 W. 9th St. Los Angeles, Cal.	N. K. Stowell
STRANG & PROSSER ADV. AGENCY, *a-e-h*	2500 L. C. Smith Bldg. ..... Washington, D. C.	W. T. Prosser; F. W. Strang; F. C. Doig
STRAIN, INC., I. IRVIN, *d-e*	Entaw & Biddle Sts. Baltimore, Md.	J. Irvin Strain
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SUMNER CO., INC., G. LYNN, *d-e*	285 Madison Ave. New York City	
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THOMPSON SERVICE	627-8 Union Trust Bldg. ..... Cincinnati, Ohio	
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	Russ Bldg. ..... San Francisco, Cal.	
	Bush House ..... London, W. C. 2. England	
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TOWELL, INC., ARTHUR, *d-e*	524 Beaver Bldg. Madison, Wisc.	Arthur Towell; Owen Lyons
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TRACY-PARRY CO., INC., *a-e*	Public Ledger Bldg. Philadelphia, Pa.*	J. C. Gibson
	Fifth Ave. Astor Bldg. ..... New York City	
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	Fisk Bldg. ..... New York City	C. Wohlpart
URDANG, HARRY, *e*	1133 Broadway New York City	
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WESTERN ADV. AGCY., *a-h*	214 Fifth St. Racine, Wis.	
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	Metropolitan Bldg. Toronto, Canada	
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WILLIAMS & CO., JOHN D., *d*	7 Water St. Boston, Mass.	John D. Williams
WILLIS, INC., P. F., *a*	507 Produce Exchange Bldg. ... Toledo, Ohio	C. M. Faben
WILSON & BRISTOL, *a-f*	285 Madison Ave. New York City	
WILSON, INC., EDWIN BIRD, *a-h*	9 Hanover St. New York City	C. T. Sweeny
	208 S. LaSalle St. Chicago, Ill.	
	Citizen & Southern Bank Bldg. ..... Atlanta, Ga.	
WILSON & ASSOCIATES, INC., HOWARD C., *d*	410 Asylum St. Hartford, Conn.	Jesse J. Haight
WIMBERLY-HUBBARD AGCY. (INC.), *a-h*	Capps Bldg. ..... Fort Worth, Texas	
WINCHELL ADV. AGCY., H. C.	230 E. Ohio St. Chicago, Ill.	H. C. Winchell

(Continued on page 216)

(For Explanation of Key Letters See Page 193)

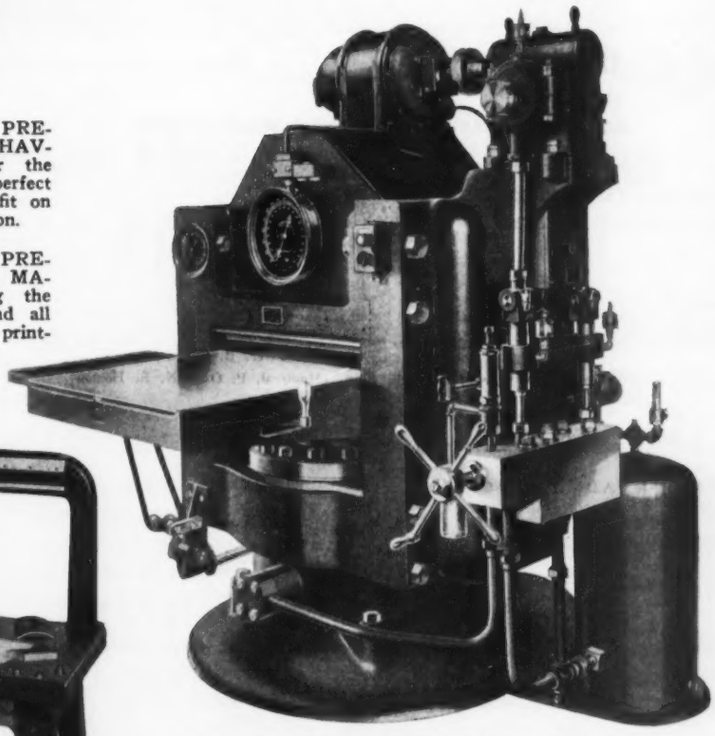
CLAYBOURN PRECISION MACHINERY
for Better Newspaper Printing

The use of the machines illustrated below insures a quality never before attained in newspaper printing, and at much lower costs.

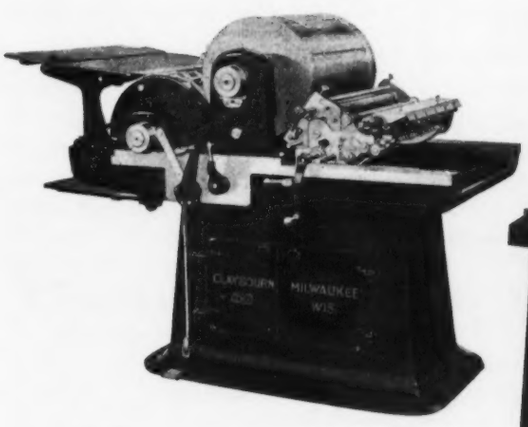
THE NEW CLAYBOURN PRECISION BORING MACHINE designed to meet exacting requirements of newspapers, who print magazine and comic supplements, for thinning stereotypes from regular thick cast to quarter inch thickness, with such accuracy that they may be corrected by Claybourn methods to eliminate hours of "make-ready."

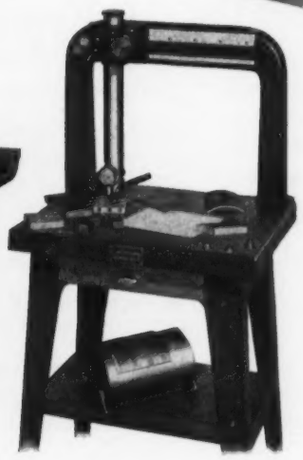
THE CLAYBOURN PRECISION CURVED SHAVING MACHINE for the final shave to insure perfect thickness and perfect fit on cylinders after correction.

THE CLAYBOURN PRECISION GAUGING MACHINE for checking the thickness of plates and all materials entering into printing to obtain accurate knowledge of conditions.



THE CLAYBOURN PRECISION 2000 TON HYDRAULIC LEAD MOULDING AND MAT MOULDING (and DRYING) PRESS for high speed direct pressure moulding on all classes of electrotyping and stereotyping. Contains many new and novel features of utility and accessibility. Rugged construction and easily operated. Any degree of pressure needed is pre-determined and automatically controlled, insuring uniform depth of impression and exact duplication.





THE CLAYBOURN PRECISION PROOF PRESS for proving and testing the plate for its printing quality before sending to productive presses.

Write for information concerning our New Developments, hitherto undisclosed, in Stereotype plate making.

New York Office,
Room 1517
461 Eighth Avenue

CLAYBOURN PROCESS CORP. MILWAUKEE WISCONSIN

"Originators of PRECISION Printing & Plate Making Machinery"

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 214)

	Address		Space Buyers
WINNINGHAM, INC., C. C., *a*	11-230 General Motors Bldg.	Detroit, Mich.	Fred Barrett
WINSTEN & SULLIVAN, INC., *a*	420 Lexington Ave.	New York City	
WINTER ADV. AGCY., N. A., *d*	1101 Register & Tribune Bldg.	Des Moines, Iowa	N. A. Winter
WITMER & WITMER, *d*	309 New Center Bldg.	Kansas City, Mo.	D. W. Witmer
WITTE & BURDEN	100 W. Kirby	Detroit, Mich.	Paul F. Witte W. W. Burden
WOLAVER CO., E. D.	687 Union Trust Bldg.	Cleveland, Ohio	E. D. Wolaver
WOLCOTT & HOLCOMB, INC., *a-f*	Chamber of Commerce Bldg.	Boston, Mass.	
WOOD CO., INC., MERRELL A., *f*	Union Bldg.	Youngstown, Ohio	
WOOD, PUTNAM & WOOD CO., INC., *a*	178 Tremont St.	Boston, Mass.	
WOOLF-GURWIT ADV. AGCY., INC., *d*	5 S. Wabash Ave.	Chicago, Ill.	S. R. Woolf J. C. Keogh S. G. Gurwit S. Spector
WOOLLEY, INC., CLOYD F., *d*	301 Steel Bldg.	Denver, Colo.	Mark L. Mulligan
WORLD WIDE ADV. CORP., *a*	11 W. 42nd St.	New York City	
WRIGHT, GEO. WILFRED, *d*	738 Broad	Newark, N. J.	Geo. Wilfred Wright
WURTS, INC., HAROLD C., *j*	Chronicle Bldg.	San Francisco, Cal.	

X

Y

YATES ADV., FRED D., *d*	150 Nassau St.	New York City	M. Reimer
YOST ADV. CO., INC., *a*	International Life Bldg.	St. Louis, Mo.	
YOUNG & WINN, INC.	333 N. Mich. Ave.	Chicago, Ill.	
YOUNG & RUBICAM, INC., *a*	285 Madison Ave. Atlantic Bldg.	New York City* Philadelphia, Pa.	Edward J. Byrne A. B. Pratt John M. Faber
YOUNGS ADV. AGENCY, *a-j*	138 4th St.	San Francisco, Cal.	Robt. B. Young W. H. Krieger

Z

ZABIN ADV. AGENCY, ALFRED P., *d*	56 W. 45th St.	New York City	
ZADEMARK & CO., CHARLES F., *d*	Superior Bldg.	Cleveland, Ohio	
ZAIN ADV. SYSTEM	185 Summer St.	Boston, Mass.	
ZIMMER-KELLER, INC., *a*	2210 Park Ave.	Detroit, Mich.	
ZIMMERMAN ADV. AGENCY, CARL L.	708 Manhattan Bldg.	Milwaukee, Wis.	May J. Oraf

CANADIAN AGENCIES AND THEIR SPACE BUYERS

A

ACKERLEY LANGLEY, LTD., *d*	249 Spadina Road	Toronto, Ont.	
	559 Ellicott St.	Buffalo, N. Y.	
ATLANTIC ADV. AGENCY	Tribune Block	Sackville, N. B.	
	P. O. Box 849	Saint John, N. B.	

B

BAKER ADV. AGENCY, LTD., *a-c-e-i*	Goodyear Bldg.	Toronto, Ont.	W. Nicholas
BENWELL - CURRAN - ATKINS, LTD., *d*	337 Hastings St., West	Vancouver, B. C.	F. W. Benwell J. W. Curran
BLAIKIE ADV., DUNCAN S., *c*	719 Castle Bldg.	Montreal, P. Q.	N. S. Horton

C

CAMPBELL-EWALD, LTD., *c*	347 Bay St.	Toronto, Ont.	
	900 Canada Cement Bldg.	Montreal, P. Q.	
CANADIAN ADV. AGENCY, LTD., *a-c-i*	284 Lagauchetiere St.	Montreal, P. Q.	
	205 Yonge St.	Toronto, Ont.	
CONSOLIDATED ADV. SERVICE, *c*	73 Richmond St., W.	Toronto, 2, Ont.	
	171 St. James St.	Montreal, P. Q.	
COCKFIELD, BROWN & CO., LTD.	239 Canada Cement Co. Bldg.	Montreal, P. Q.	H. R. Conway
	Metropolitan Bldg.	Toronto, Ont.	Miss O. Newton
CRAWFORD - HARRIS ADV. SERVICE, *c-e*	208 Province Bldg.	Vancouver, B. C.	Frank Harris Dave Crawford
	322 Pemberton Block	Victoria, B. C.	
	26 Land Bldg.	Calgary, Albt.	
	312 C. P. R. Bldg.	Edmonton, Albt.	
	404 Leader Bldg.	Regina, Sask.	
	118 Phoenix Bldg.	Winnipeg, Man.	

D

DEAN ADV. AGENCY, E. STERLING, *a-c-d-i*	8 Wellington St., E.	Toronto, Ont.	E. S. Dean
DENNE & CO., LTD., A. J., *c-i*	Star Bldg., 80 King St., W.	Toronto, Ont.	A. J. Denne R. O. McKeown F. M. Wright
DESBARATS ADV. AGENCY, LTD., *a-c-e-i*	1029 Beaver Hall Hill	Montreal, Quebec	E. W. Desbarats
	61 E. Adelaide St.	Toronto, Ont.	

E

EASTMAN ADV. CO., *c*	Province Bldg.	Vancouver, B. C.	

F

FEDERAL ADV. AGENCY, LTD., *c-d-i*	Richmond Bldg.	London, Ont.*	Miss H. Humeston
	Terminal Bldg.	Hamilton, Ont.	S. P. Westaway
	Confederation Life Bldg.	Toronto, Ont.	E. G. Bennett
FINANCIAL ADV. CO. OF CANADA, LTD., *c*	553 Craig St., W.	Montreal, P. Q.*	S. L. Ghent
	6 Jordan St.	Toronto, Ont.	R. V. Rittenhouse
FINDLAY CO., LTD., WILLIAM, *c-d-e*	67 Yonge St.	Toronto, Ont.	Godfrey Humphrys

	Address		Space Buyers
FISHER CO., LTD., JAMES, *c-d-e-i*	204 Richmond St., West	Toronto, Ont.*	W. R. Johnston
	1253 Miljill College Ave.	Montreal, P. Q.	A. R. Houghton

G

GENERAL NEWS & ADV. AGENCY, LTD., *c-d-i*	Canada Cement Bldg.	Montreal, P. Q.	Edmond Montet
GIBBONS, LTD., J. J., *a-c-e-i*	119 Wellington St., West	Toronto, Ont.*	Miss E. Hughes
	601 Keefer Bldg.	Montreal, Que.	
	626 Lister Block	Hamilton, Ont.	
	Scott Block	Winnipeg, Man.	
	1101 Dominion Bank Bldg.	Vancouver, B. C.	
	2152 Graybar Bldg.	New York, N. Y.	
	Premier House, 150 Southampton Row, W. C. 1	London, England	

H

HAMILTON ADVERTISERS' AGENCY, LTD., *c*	17 Main St. East	Hamilton, Ont.	R. C. Gordon
HAYHURST CO., LTD., F. H.	200 Bay St.	Toronto, Ont.	
HUNT ADVERTISING SERVICE, F. W.	33 Richmond St. W.	Toronto, Ont.	Frank W. Hunt George M. Smith Berl Foster Ivy Maison

L

LOCKE, LTD., CLARK E., *c*	Harbor Com. Bldg.	Toronto, Ont., Can.*	J. E. Mumford

M

McCONNELL & FERGUSON, LTD., *c-d*	Cor. of Dundas St. and Market Lane	London, Ont.*	C. S. Bowie
	Furness Bldg.	Montreal, Que.	
	Confederation Life Bldg.	Winnipeg, Man.	
	809 Dominion Bldg.	Vancouver, B. C.	
	92 Adelaide St., W., Toronto	Toronto, Ont.	
McKIM, LTD., A., *a-c-e-i*	Phillips Square	Montreal, Que.*	
	34 King St., East	Toronto, Ont.	
	Terminal Bldg.	Hamilton, Ont.	
	Royal Bank Bldg.	Winnipeg, Man.	
	Victory Square	Vancouver, B. C.	
	Dennis Bldg.	Halifax, N. S.	
	6 Norfolk St., W. C. 2	London, England	
MacDONALD, LTD., ADVERTISING AGENCY, GEORGE H., *c-e-i*	80 King St., West	Toronto, Ont.	
MacPHERSON-McCURDY, LTD., *a-e-d-e*	Bell Block	Winnipeg, Man.	R. J. MacPherson H. Lavender
MASON ADV. AGENCY	713 Yonge St.	Toronto, Ont.	
MITFORD ADVERTISING, LTD., *c*	810 Federal Bldg.	Toronto, Ont.	J. W. Nichols G. N. Simpson
MULLER CO., LTD., R. SYKES, *a-c*	New Birks Bldg.	Montreal, P. Q.	

N

NORRIS-PATTERSON, LTD., *a-c-i*	105 Bond St.	Toronto, Ont.	E. M. Carleton V. McDougall C. W. Davis
	980 St. Antoine St.	Montreal, Que.	

P

PENNELL, MARGUERITE	331 Bay St.	Toronto, Ont.	
PURKIS, THORNTON, *a-c*	330 Bay St.	Toronto, Ont.*	David Jackson
	922 Victoria Square	Montreal, P. Q.	C. P. Sutcliffe
	62 Albert St.	Winnipeg, Man.	R. C. Beattie

R

REYNOLDS & CO., EDWARD W., *c-i*	80 King St., West	Toronto, Ont.	
RONALD'S ADV. AGENCY, LTD., *i*	Keefer Bldg.	Montreal, P. Q.	

S

SMITH, DENNE & MOORE, LTD., *e*	119 Wellington St., West	Toronto, Ont.	
SMITH & SON, LTD., R. C., *c-d-i*	80 King St., West	Toronto, Ont.	Miss Mulholland Miss M. A. Stoakley
STEVENSON & SCOTT, LTD., *c-d*	Insurance Exchange Bldg.	Montreal, Que.	H. E. Smith

T

TANDY ADV. AGENCY, LTD., *c-d*	204 Richmond St., West	Toronto, Ont.	J. P. Hamilton

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VICKERS & BENSON, *c-d*	312 Keefe Bldg.	Montreal, Que.	R. H. Vickers R. C. Gaisford R. O. Wheatley D. F. Benson J. A. Holland

W

WALLACE ADV., LTD., *c*	Redden Bldg.	Halifax, N. S.	Francis R. Wallace
WALSH ADV. CO., LTD., *c*	501 Security Bldg.	Windsor, Ont.	A. J. Gilchrist
WILLIAMS & CUNNYNGHAM, *a*	6 N. Mich. Ave.	Chicago, Ill.*	
	2008 Franklin Trust Bldg.	Philadelphia, Pa.	B. F. Abeling S. R. Palmer
	1712 Union Central Bldg.	Cincinnati, Ohio	Miss C. Harmon
	Metropolitan Bldg.	Toronto, Ont.	

(For Explanation of Key Letters See Page 193)

White Model 60, six-cylinder newspaper delivery chassis

A White *Six*—to Serve the Day's News While It's *Hot!*

AS up-to-date as today's Final Edition, as dependable as your oldest employe, fast and powerful and flexible enough to maintain without effort the ever-swifter pace of newspaper production and delivery—this new White six-cylinder light delivery truck represents the most advanced engineering design and the highest quality obtainable in its field.

It is built in every detail to White standards and combines sturdiness, long life and low maintenance cost.

Its rugged six-cylinder engine, with seven-bearing crankshaft, assures quick get-away, positive acceleration and smooth, unfailing power at all speeds. Four-wheel hydraulic brakes and exceptional steering ease give the driver complete mastery under any traffic conditions.

A demonstration will quickly convince you that it is outstanding among all light delivery trucks. On long or short hauls it will make more trips and earn more profits with the dependability and durability that have made Whites famous in all lines of business all over the world.

It fits especially the need of modern newspapers for a truck not only sturdy and dependable but endowed with the speed and stamina to meet fast working schedules daily for hundreds of thousands of miles.

The nearest White Branch or Dealer will gladly furnish details of this new White, Model 60, and other White chassis especially adapted to newspaper delivery problems, including Model 15-B (1-ton), Model 57 (1¼-ton Special), and the Heavy Duty models for hauling newsprint, etc.

THE WHITE COMPANY, *Cleveland*

WHITE TRUCKS

FEATURE AND PICTURE SYNDICATES OF UNITED AND CANADA

Name	Address	Editor	Manager
George Matthew Adams Service	250 Park ave., N. Y.	Jessie A. Sleight	Bruno Pascale
American News Features, Inc.	1650 Broadway, New York	Chester L. Weil	Chester L. Weil
Army-Navy News	Nat'l Press Club, Washington, D. C.	S. F. Tillman	S. F. Tillman
Associated Editors, Inc.	440 So. Dearborn st., Chicago, Ill.	E. L. Tinzmann	J. Abegg
Associated Newspapers	15 East 26th st., New York		
Audio Service	270 Madison ave., New York City	Wm. P. Sarver	H. H. McClure
Autocaster Service	326 W. Madison st., Chicago, Illinois	Joseph Fischer	V. E. Storey
Batten Limited	225 W. 39th st., New York	Fred J. Runde	Cedric French
Bell Syndicate, Inc.	129 Adelaide St., W., Toronto, Canada	G. A. MacBain	W. Howard Baten
Big News Features, Inc.	154 Nassau st., N. Y.	Geo. E. Lardner	Henry M. Snevily
Cambridge Associates, Inc.	350 Hudson st., N. Y.		W. L. Wardell
Capital News	174 Newbury st., Boston, Mass.	S. L. Sholley	Aaron M. Jones
Chicago Daily News Syndicate (After May 1)	Nat'l Press Bldg., Washington, D. C.	Maxine Davis	Maxine Davis
Chicago Tribune Newspapers Syndicate	N. Canal st., Chicago, Ill.	James L. Houghteling	
Columbia Newspaper Service	Tribune Tower Chicago, Ill.		Arthur W. Crawford
Cosmos Newspaper Syndicate, Inc.	799 Broadway, N. Y.	T. A. Webb	T. A. Webb
Couch Publishing Co.	70 Fifth ave., N. Y.	Herbert S. Houston	Edwin Muller, Jr.
Current News Features, Inc.	521 Bond Bldg., Washington, D. C.	Ralph F. Couch	
Devil Dog Syndicate	Star Bldg., Washington, D. C.	H. R. Bankhage	H. R. Bankhage
Dorr News Service	154 Nassau st,	James J. Stewart	Thom. W. Mack
Doubleday-Doran Syndicate	7 Bank street, N. Y.	Charles H. Dorr	Charles H. Dorr
Eastern Newspaper Service	Garden City, N. Y.	Ralph H. Graves	Ralph H. Graves
Editors Copy	Little Bldg., Boston	James Dempsey	Lee Lamar
Editors Syndicate	Orangeburg, S. C.	Hugo S. Sims	Hugo S. Sims
Ellis Service	5 East 57th st., New York	J. D. Rogers	A. B. Stephens
Famous Books & Plays, Inc.	Swarthmore, Pa.	William T. Ellis	William T. Ellis
Feature, Advertising & Picture Syndicates of the U. S.	312 Buhl Bldg., Detroit, Michigan	J. H. Beebe	J. H. Beebe
Famous Features Syndicate	Ocean Park, Calif.	Vance Chandler, Easton West	Warren Eccles
Financial Press Service	1819 Broadway, New York		Leslie Fulejwider
Fun Shop Corp., The	730 Fifth ave., New York		Kenneth S. Van Strom
Gilliams Service	Times Bldg.		Maxon F. Judell
Globe Newspaper Syndicate	32 Union Square East	W. F. Dantzscher	Thomas F. Gilliams
Graphic Syndicate, Inc.	243 West 39th street	John T. Flynn	Frank B. Ball
Handy Filler Service	346 Hudson st., New York	E. H. Gauvreau	W. L. Wardell
Haskin Service	1112 Russ Bldg., San Francisco, Cal.		
Heinl Radio News Service	Washington, D. C.		Frederick J. Haskin
Holmes Feature Service	Insurance Bldg., Washington, D. C.	Robt. D. Heinl	
Independent Syndicate	135 Garrison ave., Jersey City, N. J.	George R. Holmes	M. E. Dollard
International Feature Service	15 W. 44th st., New York		Lester Lear
International News Paper Syndicate	2 Columbus Circle, New York City	J. V. Connolly	J. V. Connolly
International Syndicate	2016 Pierce Mill road N. W. Washington, D. C.	Paul V. Collins	Paul V. Collins
Kay Features, Inc.	1506 Guilford Ave., Baltimore, Md.		Robt. M. Miller
Keyes Advertising Service	1650 Broadway, New York	M. Koenigsberg	M. Koenigsberg
Keystone Feature Service	Peru, Indiana		J. L. Keyes
King Features Syndicate	1211 Commonwealth Bldg., Philadelphia, Pa.	A. S. Freed	L. L. Young
Ledger Syndicate	2 Columbus Circle	J. V. Connolly	J. V. Connolly
Livshin Cartoon & Art Service	Independence Square, Philadelphia, Pa.	J. E. Watkins	John E. Watkins
McClure Newspaper Syndicate	815 Madison st., Syracuse, N. Y.	Will Livshin	Will Livshin
McCoy Publications, Inc.	373 Fourth ave., New York	Harold Matson	Richard H. Waldo
McNaught Syndicate, Inc.	1107 Builders Exchange Bldg., Los Angeles, Cal.	Dr. Frank McCoy	T. K. Pinhey
Metropolitan Newspaper Service	1475 Broadway	C. B. Driscoll	V. V. McNitt
Conde Nast Syndicate	150 Nassau st., N. Y.	Max. Elser, Jr. Earl J. Hadley	Max Elser, Jr.
National Feature Service	Graybar Bldg., N. Y.	Howard D. Wheeler	H. A. Beierlein
National News Service	4035 New Hampshire ave., Washington, D. C.	E. Parker	
National Newspaper Service	3727 N. 17th st., Philadelphia, Pa.	S. A. Silberman	Milton R. Jacobs
Nea Service	326 West Madison st., Chicago, Ill.	John F. Dille	Parke C. West
News Syndicate and International Information Service	1200 W. 3rd st., Cleveland, Ohio	Herbert W. Walker	Fred S. Ferguson James W. Dean
Newspaper Feature Service	313 W. 105th st., New York		Francis Grant
Newspaper Information Service, Inc.	2 Columbus Circle, N. Y.	J. V. Connolly	J. V. Connolly
N. Y. Herald Tribune Syndicate	1322 N. Y. ave., Washington, D. C.	Fred. M. Kerby	S. T. Hughes
North American Newspaper Alliance	225 West 40th st.		Harry Staton
Odell Newspaper Service	63 Park Row, New York		David E. Smiley
Bain News Service	55 5th ave., New York	Edith Odell	
Paramount Fatures	255 Canal st., New York	J. Walter Smith	Geo. G. Bain
Penn Feature Syndicate	113 West 42nd st., New York City	Peter Bungay	Peter Bungay
	2417 N. 15th st., Phila., Pennsylvania	Wm. G. Draucker	C. A. Glosking
Post Syndicate	75 West street, New York	J. E. Watkins	John E. Watkins
Premier Syndicate	2 Columbus Circle, New York	J. V. Connolly	J. V. Connolly
Publisher's Ad-Features Service	405 Indiana Pythian Bldg., Indianapolis, Ind.		H. L. Hall
Publisher's Financial Bureau	Babson Park, Mass.	E. O. Hood	
Publishers Syndicate	30 North La Salle, Chicago, Ill.	E. P. Conley	E. P. Conley
Register & Tribune Syndicate	Des Moines, Iowa	H. P. Martin, Jr.	H. P. Martin, Jr.
Albert T. Reid Syndicate	103 Park ave., New York		G. F. Ratz
Republic Syndicate, Inc.	15 E. 26th st., New York		E. S. McClure
	440 So. Dearborn st., Chicago		E. S. McClure
Science Service	21st and B sts., Washington, D. C.	Watson Davis	Edwin S. Slosson.
Schwartz Cartoon Service	824 East 161st st., New York City		Samuel Schwartz
Service for Authors, Inc.	551 5th ave., New York City	Leo. J. Marguiles	H. Thompson
Standard Editorial Service	Washington, D. C.	R. V. Williams	A. M. Johnston
Star Newspaper Service	18 King st., Toronto, Ont.		Kenneth McMillan
Sports Writers and News Syndicate, Inc.	154 Nassau st., New York	A. T. Crichton	A. H. Wilkinson
Star Adcraft Service	225 W. 39th st., New York	Fred J. Runde	Cedric C. French
W. Orton Tewson Syndicate	420 Riverside Drive, New York		W. Orton Tewson
Thompson Feature Service	128 West 31st st., New York		A. L. Fowle
Ullman Feature Service	Washington, D. C.	W. J. Voss	W. E. Schaaff
United Feature Syndicate, Inc.	406 World Bldg., New York	Paul W. White	M. F. Bourjaily
Christy Walsh Syndicate	570 Fifth ave.		Jos. A. Bihler
Washington Radio News Syndicate	622 Albee Bldg., Washington, D. C.	Bertram F. Linz	Bertram F. Linz
Woman's Page Copy	Plymouth, Indiana	Florence R. Boys	Florence R. Boys
World Color Printing Co.	701 Lucas Ave., St. Louis, Missouri	R. S. Grable, Pres.	Roswell Messing, Treas.
M. E. Weaver Syndicate	25 W. 45th st., N. Y.		M. E. Weaver
Western Newspaper Union	210 S. Desplaines st., Chicago	W. A. Patterson	H. H. Fish
World Wide News Service	101 Milk st., Boston, Mass.	J. I. Bosden	Anna M. Weiss

EDITORIAL RESEARCH

Name	Address	Editor	Manager
Editorial Research Reports	839 17th st., Wash., D. C.	Rich. M. Boeckel, Cleveland Perkins	Burt P. Garnett

NEWS SERVICES

Name	Address	Editor	Manager
Associated Press Feature Service	383 Madison ave.	Lloyd C. Stratton	Lloyd C. Stratton
Associated Press	383 Madison avenue.		Kent Cooper
Canadian Press	272 Bay st., Toronto, Canada	J. F. B. Liversay	J. F. B. Liversay
Central Press Assoc.	1435 E. 12th st., Cleveland, Ohio, Master Printers Bldg., New York	Leslie P. Eichel	V. V. McNitt
Consolidated Press Assoc.	Star Bldg., Washington, D. C.	Horace Epes	R. B. McClean
Feature News Service (New York Times)	Times Annex, New York	Jesse Butcher	Jesse Butcher
Federated Press	166 W. Washington st., Chicago, Ill.	Carl Haessler	
International News Service	63 Park Row, New York	Barry Faris	Frank Mason
Kent Press Service	1456 Monadnock Block, Chicago, Ill.	L. A. Fitzgerald	
Jewish Telegraphic Agency	611 Broadway	W. Z. Spiegelman	Jacob Landau
N. Y. World News Service	Pulitzer Bldg., N. Y.		R. E. Moyer
Park Row News Service	349 Broadway, New York		Theo. Kaufman
United Press Associations	63 Park Row	Robt. J. Bender	K. A. Bickel, Pres. Hugh Baillie, Gen. Bus. Mgr.
Universal Service, Inc.	World Bldg.	H. H. Stansbury	H. H. Stansbury

TRADE PRESS SYNDICATES

Name	Address	Editor	Manager
King Editors' Features	1170 Broadway, N. Y.		
Universal Trade Press	99 Oxford St., Glen Ridge, N. J.	A. Rowden King	A. Rowden King
	522 Fifth ave.	Royal H. Russel	M. S. Blumenthal

PHOTOGRAPHIC SERVICES

Name	Address	Editor	Manager
Acme News Pictures, Inc.	461 Eighth avenue, New York		R. P. Dorman
Associated Press Photo Service	544 W. 43rd st., New York		N. A. Huse
Fotograms News Photo Service	129 E. 27th st., New York		Alexander Starlight
Foto Topics, Inc.	265 West 54th st.	Harold Stein	Harold Stein
Ewing Galloway Photo Agency	420 Lexington ave., New York		Ewing Galloway
Herbert Photos, Inc.	480 Lexington ave.	Powell M. Guliek	Edward J. Herbert
Henry Miller News Picture Service, Inc.	519 13th st., N. W., Washington, D. C.		Louis A. Brown
International Illustrated News	266 William st.	Ray Dovell	G. S. Hopkins
International Newsreel	210 South st. New York		R. E. Boyd
N. Y. Times Wide World Photos	Times Annex, N. Y.		C. M. Graves
Pictorial Press Photos	145 W. 41st st., New York	T. E. McGrath	T. E. McGrath
Pacific & Atlantic Photos, Inc.	25 Park Place	A. A. Sorenson	H. B. Baker
Post Syndicate	75 West street, New York	John E. Watkins	John E. Watkins
Price Studios	11 West 42nd st.		Jack Price
Underwood and Underwood	42 W. 55th st., New York		G. J. Kadel
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EDITORIAL PAGE

Health by Dr. Morris Fishbein. Cartoons by Thiele. "In New York" by Gilbert Swan. Washington by Rodney Dutcher. Europe by Milton Bronner and Minott Saunders. Editorials by Bruce Catton. Nature cartoons. Paragraphs. Science. Travel.

MISCELLANEOUS

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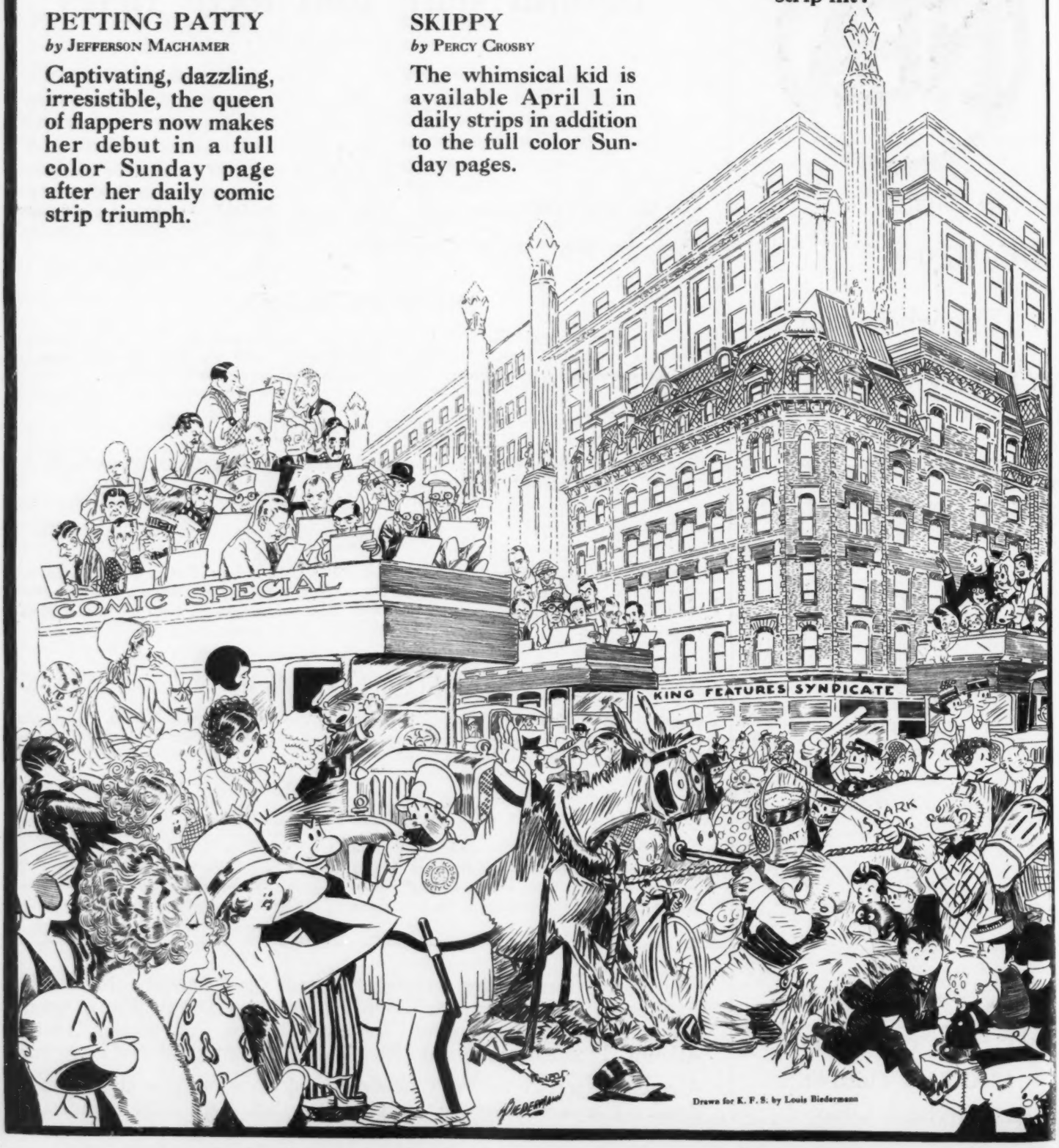

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VANILLA AND THE VILLAINS
by Darrell McClure
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PINHEAD DOOLEY
by Bud Counihan
The ups and downs of a comic contender for the heavyweight fight crown in a daily strip by a master of comic art.

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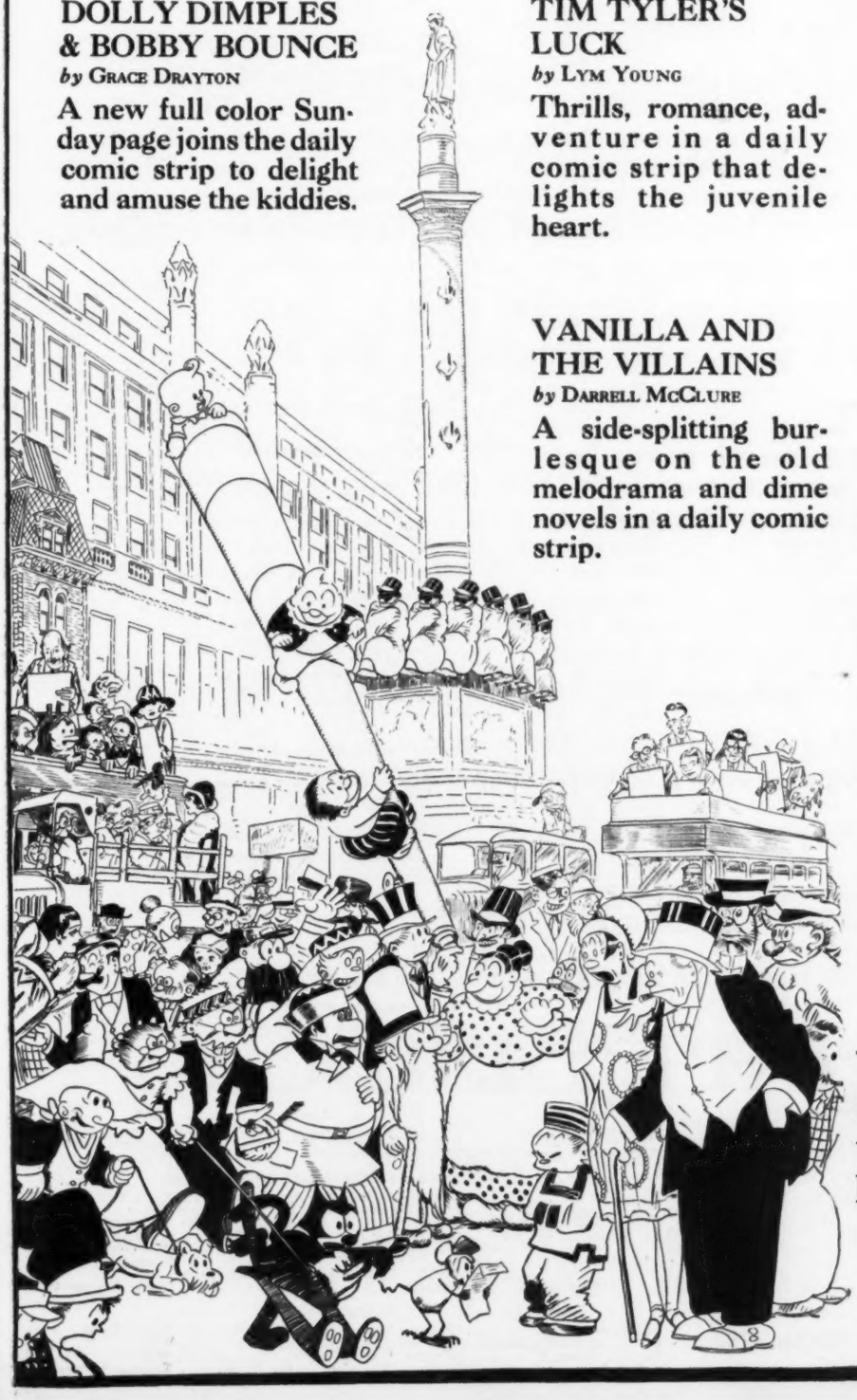
by John P. Medbury, *with drawings by* Virginia Huget
A famous humorist and a clever artist combine to create daily laughs from a new and hilarious strip.



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Author	Title	Publisher
Allen, Clarence E.	Publishers' Accounts	Gee & Co.
Swindell, Walter B.	Newspaper Accounting	Ronald Press

ADVERTISING COPY

Barton, Howard Allen	How to Write Advertisements	Lippincott
Burdick, R. L.	Advertising to Retailers	Ronald Press
Dustine, Roy S.	Making Advertisements and Making Them Pay	Scribner
Frederick J. George	Masters of Advertising Copy	Frank-Maurice, Inc.
Hall, S. Roland	Writing an Advertisement	Houghton-Mifflin
Hotchkiss, Geo. Burton	Advertising Copy	Harper
Lee, James Melvin	"Advertising Copy" in Business Writing	Ronald Press
Metzger, George P.	Copy	Doubleday-Doran
Opdycke, John B.	The Language of Advertising	Pitman
Russell, Gilbert	Advertisement Writing	Benn

ADVERTISING—GENERAL

Barton & Lichtenberg	Advertising Campaigns	Alexander Hamilton Inst.
Blanchard, Frank LeRoy	Essentials of Advertising	McGraw-Hill
Bradshaw, Percy V.	Art in Advertising	Art School Press
Brewster, Arthur Judson	Introduction to Retail Advertising	Shaw
Brewster & Palmer	Introduction to Advertising	Shaw
Calkins, Ernest Elmo	Business of Advertising	Appleton
Calkins, Ernest Elmo	The Advertising Man	Scribner
Chase & Schlink	Your Money's Worth	Macmillan
Chasnoff, Joseph E.	Selling Newspaper Space	Ronald Press
Cherington, Paul T.	Advertising as a Business Force	Doubleday-Doran
Dippy, Albert W.	Advertising Production Methods	McGraw-Hill
Dunn, Arthur	Scientific Selling and Advertising	Harper
Durstine, Roy S.	This Advertising Business	Scribner
Dwiggins, W. A.	Layout in Advertising	Harper
Farrar, Gilbert P.	How Advertisements Are Built	Appleton
Freeman, William C.	One Hundred Advertising Talks	Winthrop Press
Hall, S. Roland	Theory and Practice of Advertising	McGraw-Hill
Hess, H. W.	Productive Advertising	Lippincott
Hoyt, Charles W.	Training for the Business of Advertising	Bankers' Pub. Co.
Kitson, Harry Dexter	Scientific Advertising	Codex Book Co.
Kleppner, Otto	Advertising Procedure	Prentice-Hall
Moriarty, W. D.	The Economics of Marketing and Advertising	Harper
Nesbit, Wilbur D.	First Principles of Advertising	Gregg
Osborn, Ales P.	A Short Course in Advertising	Scribner
Parsons, Frank Alvah	Principles of Advertising Arrangement	Prang
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Praigg, Nobel T. (editor)	Advertising and Selling	Doubleday Doran
Sheldon, George H.	Advertising	Harcourt-Brace
Strong, E. K.	Psychology of Selling and Advertising	McGraw-Hill
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Vaughan, Floyd L.	Marketing and Advertising	Princeton Univ. Press

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Adams, H. H.	Advertising and Its Mental Laws	Macmillan
Agnew, Hugh E.	Cooperative Advertising	Harper
Case, Francis H.	Handbook of Church Advertising	Abingdon Press
Franken, Richard B.	The Attention Value of Newspaper Advertisements	National Adv. Asso.
Gifford, Ward C.	Real Estate Advertising	Macmillan
Goode & Powel	What About Advertising	Harper
Hart, Charles S.	Foreign Advertising Methods	DeBower Pub Co.
Hopkins, Claude C.	My Life in Advertising	Harper
Hotchkiss & Franken	The Leadership of Advertised Brands	Doubleday-Doran
Hotchkiss & Franken	Measurements of Advertising Effects	Harper
Lippincott, Wilmot	Outdoor Advertising	McGraw-Hill
MacGregor, T. D.	Book of Bank Advertising	Bankers Pub. Co.
Maether, Carl A.	Advertising to Women	Prentice-Hall
Percy, Carl	Window Display Advertising	John Day
Ramsay, Robert E.	Effective Direct Advertising	Appleton
Rowell, George P.	Forty Years an Advertising Agent	Franklin Pub. Co.
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Adams, George Matthew	Just Among Friends	Morrow
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Scott, William R.	Scientific Circulation Management	Ronald Press

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Bing, Phil C.	Country Weekly	Appleton
Buxbee, O. F.	Establishing a Newspaper	Inland Printer Co.
Crawford, Nelson Antrim	Agricultural Journalism	Knopf
Harger, Charles Moreau	"The Country Editor of Today" in the Profession of Journalism	Little-Brown
Harris, E. P. and F.	The Community Newspaper	Appleton
Powell, J. B.	Getting Subscribers for the Country Newspaper	University of Missouri
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Jones, Richard Lloyd	Saturday Sermonettes	Tulsa Tribune
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Sullivan, Mark (editor)	National Floodmarks	Doubleday-Doran
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Neal, Robert Wilson	Editorials and Editorial Writing	H. C. School
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Bucher, Karl	Die Entstehung der Volkswirtschaft (Early Journalism see chapter "Die Ausange des Zeitungswesens")	
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Mills, W. H.	*The Manchester Guardian*	Holt
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O'Shea, Peter F.	Employes' Magazines	Wilson
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Sweetland, Horace W.	Industrial Publishing	N. Y. Business Publisher's Asso.
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Hadley, Arthur Twining	"The Formation of Public Opinion" in Standards of Public Morality	Macmillan
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Philips, Melville (editor)	Making of a Newspaper	Putnam
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Ives, George G.	Text, Type, and Style	Little-Brown
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SURVEY AND CRITICISM		
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Belloc, Hilaire	The Free Press	Allen-Unwin
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Salmon, Lucy Maynard	The Newspaper and the Historian	Oxford University Press
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WOMEN IN JOURNALISM		
Bennett, E. A.	Journalism for Women	Lane
Boughner, Genevieve J.	Women in Journalism	Appleton
Brazelton, Ethel M. Colson	Writing and Editing for Women	Funk & Wagnalls

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IMPORTANT BUYERS OF DAILY NEWSPAPER SPACE

List of National Advertisers in Western and Pacific States Revised to Dec. 31, 1928, with Agencies Handling Account.—Agency Data Appears on Pages 193-216 of This Issue

ALABAMA

BIRMINGHAM

Advertiser	In charge of Advertising	Agency
Auxil. Spring Co., A. R. G.	C. M. King	Chambers Adv. Agcy.
Artcraft Pens		Calvin Stanford Co.
Fly Funeral Corp.		Crawford Adv. Agcy.
Kaul Lumber Co.		Sparrow Adv. Agcy.
Orange Smash Co.	R. D. Johnson	Direct

MOBILE

Kahn Mfg. Co.	Leo Kahn	Chambers Adv. Agcy.
Van Antwerp Corp.		Chambers Adv. Agcy.

MONTGOMERY

Alabama-Georgia Syrup Co.	L. B. Whitefield	Johnson-Dallis Co.
Sweet Dreams Co.	J. O. Williamson	Direct
Turner, R. V., Co.	R. V. Turner	Nelson Chesman & Co.
White Wonder Chemical Co.	H. M. Hayes	Dillard Jacobs Agcy., Inc.

ARIZONA

PHOENIX

Phoenix Arizona Club	Frank A. Jefferson	H. K. McCann Co.

TUCSON

Tucson Sunshine-Climate Club	W. M. McGovern	H. K. McCann Co.

ARKANSAS

ARKADELPHIA

Arkadelphia Milling Co.	W. N. Adams	S. M. Brooks Adv. Agcy.

FORT SMITH

Morris-Morton Drug Co.	J. H. Carnahan	Chappelow Adv. Co.

HOT SPRINGS

Arlington Hotel		Robt. H. Brooks
Hot Springs Cham. of Com.		Robt. H. Brooks Co.
Hot Springs Nat. Park	F. L. Body	Bott Adv. Agency
Majestic Hotel and Bath House	Harry A. Jones	Robt. H. Brooks Co.

LITTLE ROCK

Arkansas Soft Pine Bureau		Robt. H. Brooks Co.
Vestal, Jos. W. & Son		W. A. Joplin Adv. Agcy.

CALIFORNIA

FRESNO

California Peach & Fig Grs., Inc.	E. M. Boland	
Sun Maid Raisin Growers	C. G. Standeford	J. Walter Thompson Co.

LONG BEACH

Long Beach Cham. of Com.	J. Miller	Neeley & Deems

LOS ANGELES

Agmel Corp.		Beaumont & Hohman
All Year Club of So. Calif.	Don Thomas (Exec. Secy).	Lord & Thomas and Logan
Ambassador Hotel	John Browne	L. S. Gilham Co.
Arrowhead Springs Corp.	Chas. G. Anthony	Lord & Thomas and Logan
Austin, Prof. John H.	Prof. Austin	Smith & Ferris
Bishop & Co.	Frank Hester	Frances Holmes Adv. Agcy.
Burns, James P., Co.	James P. Burns	L. S. Gillham Co.
California Crushed Fruit Co.	W. R. Thomas	Philip Meaney
California Fruit Growers Assn.	W. B. Geissinger	Lord & Thomas and Logan
Calif. Petroleum Corp.	C. L. Coppage	Direct
Calif. Walnut Growers Assn.	Carlye Thorpe	Direct
Gray, Marion R.	Marion R. Gray	Botsford Constantine Co.
General Petroleum Co.	L. H. Pinther	N. W. Ayer & Son
Hamlin & Adams (Slick)	H. R. Hamlin; F. R. Adams	Dan B. Miner Co.
Jell-Well Dessert Co.	A. H. Loeffler	Lord & Thomas and Logan
Johnson, Carvell & Murphy	E. W. Murphy	Wm. A. Ingoldsby Co.
Jordan, Francis	C. B. Jordan	N. W. Ayer & Son
Los Angeles Cham. of Com.	Stanley Ikard	Dan B. Miner Co.
Los Angeles Soap Co.	E. H. Cooper	Frances Holmes Adv. Agcy.
Los Angeles S.S. Co.	S. P. Trood	L. S. Gillham Co.
Mission Fruit Flavor Co.		Philip Meaney
Monolith Por. Cement Co.		L. S. Gillham Co.
Moreland Motor Truck Co.	H. A. Faulkner	Houlihan Adv. Co.
Nemark Bros.		Smith & Ferris
Normany Products Co.	R. H. Cromwell	N. W. Ayer & Son
Nourishine Mfg. Co.	R. J. Arata	Waters & McLeod Co.
Palmer Inst. of Authorship	D. M. Ricks	N. W. Ayer & Son
Pennzoil Co., The	Willard E. Gregory	Johnston-Ayres Co.
Preferred Prod. Co.	E. H. Marcus	Smith & Ferris
Pyro-Check Co.		Leonard H. Kenning
Radium Appliance Co.	J. R. Dutcher	Dake-Johanet Adv. Agcy.
Richfield Oil Co.		L. S. Gillham Co.
Samson Tire & Rub. Corp.	A. Schleicher	Smith & Ferris
Schiffman & Co., R.		Erwin, Wasey & Co.
Strasska Tooth Paste Co., Johann		Quinlan Adv. Co.
Sylmar Packing Corp.	Frank Simonds	Smith & Ferris
Sunland Laboratories	H. L. Arnold	Kling-Gibson Co.
Union Oil Co.	V. L. Ehrenclou	Lord & Thomas and Logan
Van Landingham Co., C. E.	C. E. Van Landingham	Frances Holmes Adv. Agcy.

OAKLAND

Cardinet Candy Co. (Baffle)	Geo. Cardinet	K. L. Hamman, Adv.
Chamber of Commerce	T. A. Stevenson	K. L. Hamman Co.
Clorox Chem. Corp.	W. C. R. Murray	Honig-Cooper Co.
Durant Motor Co.	H. W. Curtis	Jas. Houlihan Co.
Fageol Motors Co.	Calvin Eib	K. L. Hamman
Magnavox Co.	Stanley Sondles	Honig-Cooper Co.

OXNARD

California Lima Bean Grs. Assn.	R. L. Churchill	H. K. McCann Co.

PASADENA

Advertiser	In charge of Advertising	Agency
Calif Alfalfa Prods. Co.		Smith & Ferris
O-U-Dust-A-Mop & Polish Co.	E. S. Goodner	Lord & Thomas and Logan

SAN BERNARDINO

Pyroform Co.	M. J. Prindle	Wm. A. Ingoldsby Co.

SAN DIEGO

Citrus Soap Co. of Calif.	R. H. Franck	Dan B. Miner Co.
San Diego-Calif. Club	G. P. Stone	H. K. McCann Co.

SAN FRANCISCO

Albers Bros. Milling Co.	F. V. Twist	Honig-Cooper Co.
Am. Tob. Co. of the Pac. Coast	T. W. Harris	Lord & Thomas and Logan
Aspegren Co.		H. K. McCann Co.
Assn. of Hawai'n Pineapple Grs.	H. E. MacConaughey	H. K. McCann Co.
Associated Oil Co.	Lloyd Lomax	Lord & Thomas and Logan
Baalmann, J., Chemist	L. D. Moore	Dake-Johanet Co.
Bank of Italy	F. R. Kerman	Lockwood-Shackelford
Bass-Hueter Paint Co.	A. E. Lawrence	Honig-Cooper Co.
Bennett, E. W., Co.		Cahill Adv. Co.
Boericke-Runyan Co.	A. T. Boericke	Smith & Ferris
Buckingham & Hecht	Eli Weil, Pres.	Botsford-Constantine
California Almond Grs. Exch.	T. C. Tucker	H. K. McCann Co.
California Asparagus Grs. Assn.		H. K. McCann Co.
Californians, Inc.	J. J. Cuddy	Lord & Thomas and Logan
California Olive Assn.	J. J. Hoey	Lord & Thomas and Logan
California Redwood Assn.	R. S. Hammat	Lord & Thomas and Logan
California Packing Corp.	W. P. Rogers	H. K. McCann Co.
California Pear Grs. Assn.	F. T. Swett	N. W. Ayer & Son
Cal. White Sugar-Pine Mfrs. Assn.	A. Black	Honig-Cooper Co.
Dollar Steamship Co.	Herbert Hilscher	Lord & Thomas and Logan
Drucker Co., August E.	August Drucker	H. K. McCann Co.
Eopa Co.	A. T. Boericke	Smith & Ferris
Folger Co., J. A.	J. A. Folger	Ferry-Hanly Co., and Botsford-Constantine Co.
Fontana Food Prod. Co.	F. B. Hollywood	Honig-Cooper Co.
Fuller Co., W. P.	S. R. Lowe	Johnston-Ayres Co.
Gantner & Mattern	W. J. Wilkin	J. Walter Thompson Co.
Ghirardelli Co., D.	D. L. Ghirardelli	Honig-Cooper Co.
Globe & Mill Co.		Cahill Adv. Co.
Golden State Milk Prods. Co.	H. M. Stewart	H. K. McCann Co.
Hambly & Sons, James		Dake Adv. Agcy., Inc.
Hills Bros.	H. G. Hills	N. W. Ayer & Son
Hunt Bros. Packing Co.	O. N. Lovegren	Direct
Italian Vineyard Co.		Honig-Cooper Co.
Leslie-Calif. Salt Co.	St. John Whitney	Honig-Cooper Co.
M. J. B. Co.	Jack Love	Lord & Thomas and Logan
Magnus Fruit Prods. Co.		Brisacher & Staff
Matson Navigation Co.	W. H. Sellander	Wales Adv. Co.
Neustadter Bros.		Horne & Livingston
Oceanic Steamship Co.	L. F. Cockroft	N. W. Ayer & Son
Pacific States Elec. Co.	Fred Rea	Johnson-Ayres Co.
Paraffine Cos., Inc., The	W. H. Lowe	Emil Brisacher & Staff
Parker-Regan Corp.	C. A. Parker	J. Walter Thompson
Petri Cigar Co.		Emil Brisacher & Staff
Rieger & Co., Paul	Paul Rieger, Jr.	Gundlach Co.
Schilling & Co., A.		M. E. Harlan
Shell Co. of Calif.	C. H. Sanders	J. Walter Thompson Co.
Southern Pacific Lines	J. C. Ingraham	Lord & Thomas and Logan
S. O. S. Mfg. Co.	Ward Maillard	H. K. McCann Co.
Sperry Flour Co.	John R. Burk	D'Evelyn & Wadsworth
Standard Oil Co. of Calif.	C. E. Parsons	H. K. McCann Co.
Suni-Cal. Prods. Corp.	W. P. Mullen	Direct
Sussman, Wormser & Co.	W. V. Leahy	F. J. Ross Co.; Johnston-Ayres Co.
Western Meat Co.		Cahill Adv. Co.
Workman Packing Co.	W. P. Paulson	Cahill Adv. Co.
Yosemite Nat. Park Co.	H. H. Hunkins	H. K. McCann Co.

SAN JOSÉ

Calif. Prune & Apricot Grs.	E. N. Thayer	H. K. McCann Co.

SAN LEANDRO

Caterpillar Tractor Co.	Walter H. Gardner	N. W. Ayer & Son

SANTA BARBARA

Veronica Springs Co.		Smith & Ferris

SANTA MONICA

Santa Monica Cham. of Com.	C. A. McKenney	Wm. A. Ingoldsby Co.

STOCKTON

Stockton Cham. of Com.		Humphreys & Matthews, Inc.

COLORADO

BOULDER

Boulder Cham. of Com.		Drake & McInnis

COLORADO SPRINGS

Antlers Hotel	C. A. Schlotter	Hathaway Adv. Service
Broadmoor Hotel	P. J. Gray	H. K. McCann Co.
Colo. Springs Cham. of Com.	E. E. Jackson	Hathaway Adv. Service; Albert Frank & Co.
Dern Co. (Coffee)		Hathaway Adv. Service

DENVER

Biel Mfg. Co.	C. E. Biel	Reardon Adv. Co.
Brecht Candy Co.	Almon C. Baker (Mgr.)	Hower Adv. Agcy.
Colorado Fuel & Iron Co.		Walter DuBree
Continental Oil Co.	C. C. Warner	H. K. McCann Co.
Deep Rock Water Co.		Clyde F. Woolley, Inc.
Denver Chamber of Commerce		Conner Adv. Agcy.
Denver Optic Co. (see Biel Mfg. Co.)		Reardon Adv. Co.
Denver Tourist Bureau	Harry N. Burhans	Conner Adv. Co.
Denver & R. G. W. R.R.	H. I. Scofield	Hower Adv. Agcy.
Gates Chemical Co.		John M. Dolph & Assos.
Gates Rubber Co.	G. O. Sepree	Clyde F. Woolley, Inc.
Gland-Iron Laboratory	H. N. Gurley	

(Continued on page 228)

"I light a Lucky-

and go light on the sweets

that's how I keep in good shape and always feel peppy"

Al Jolson

Al Jolson
Famous comedian and star of song

Al Jolson, as he appears in Warner Bros. Vitaphone success, "The Singing Fool."

SOMETHING sensible. "Better to light a Lucky whenever you crave fattening sweets." It brings to men the health and vigor that come with avoiding overweight. To women it offers a slender, fashionable figure.

20,679 physicians have stated that Lucky Strike is less irritating to the throat than other cigarettes. Very likely this is due to toasting which removes impurities. This same process, toasting, improves and develops the flavor of the world's finest tobaccos. This means that there is a flavor in Luckies which is a delightful alternative for the things that make you fat. That's why "It's toasted" is your assurance that there's real health in Luckies—*they're good for you!*

Keep fit—reach for a Lucky instead of a fattening sweet. That's what many men have been doing for years. They know the evidence of prominent athletes whose favorite cigarette is Lucky Strike and who say Luckies steady their nerves and do not impair their physical condition.

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelming that too many fattening sweets are harmful and that too many such are eaten by the American people. So, for moderation's sake we say:—

"REACH FOR A LUCKY
INSTEAD OF A SWEET."

Reach for a Lucky instead of a sweet.

"It's toasted"

No Throat Irritation-No Cough.

Coast to coast radio hook-up every Saturday night through the National Broadcasting Company's network. The Lucky Strike Dance Orchestra in "The Tunes that made Broadway, Broadway."

© 1929, The American Tobacco Co., Manufacturers

IMPORTANT BUYERS OF DAILY NEWSPAPER SPACE

(Continued from page 226)

Advertiser	In charge of Advertising	Agency
Germicide Co.	J. F. Ramsey	Ruthrauff & Ryan
Gordon Dermatology Co.		Hower Adv. Agcy.
Great Western Sugar Co.	W. L. Petriken	Ferry-Hanly Adv. Co.
McMurty Mfg. Co.	M. D. Marlow	Clyde F. Woolley, Inc.
Martin Bros. (Bluehill & Anona)	J. F. Toner	Reardon Adv. Co.
Modern Vacuum Cap Co.	C. E. Biel	Reardon Adv. Co.
Morey Mercantile Co.	G. M. Skinker	Ball & Davidson Co.
Remlock Hills Laboratory		Clyde F. Woolley, Inc.
Schaefer Tent & Awning Co.	P. C. Schaefer	Reardon Adv. Co.

GOLDEN

Adolph Coors B. & M. Co.	W. A. Jech	Hower Adv. Agcy.

GEORGIA

ATLANTA

Aspirinal Labs.	Dr. J. D. Jacobs	Harvey Adv. Co.
Atlanta Biltmore Hotel	H. B. Judkins	Massengale Adv. Co.
Atlanta Chamber of Commerce		Eastman, Scott & Co.
Atlanta Stove Works	S. Jones	Eastman, Scott & Co.
Blosser Co.	Geo. H. Jewett	Chas C. Green Ad. Agcy.
Bradfield Regulator Co., (See Swift's Specific Co.)		
Cairo Syrup Co.	E. L. Cain	Harvey Adv Agcy.
Calotabs Co.	P. L. Whaley	Dillard Jacobs Agcy.
Coca-Cola Co.	Turner Jones	D'Arcy Adv. Co.
Collum Dropay Remedy Co.	Dr. O. E. Collum	Massengale Adv. Agcy.
Creomulsion Co.	W. K. Rivera	Harvey Adv. Agcy., Inc.
Daniel, Inc., Jno. B.	P. L. Fleming	Harvey Adv. Agcy.
Exelento Med. Co.		Massangale Adv. Agcy.
Ferraline Med. Co.	M. Althisar	Dillard Jacobs Co.
Fly Flu Corp.		Crawford Adv. Agcy.
Hagan & Dodd Co.	G. T. Dodd	Massengale Adv. Agcy.
Ironized Yeast Co.	J. G. Dodson	Steuerman Service, N. Y.
Jacob's Pharmacy Co.	Jos. Jacobs	Harvey Adv. Co.
Moncrief Furnace Co.		Acme Adv. Agcy.
Newbro Mfg. Co.	N. O. Newman	Calvin Stanford Adv. Agcy.
Ni-Late Mfg. Co.		Harvey Adv. Agcy.
Norris Inc.	M. H. Loeb	Eastman, Scott & Co.
Nu-Grape Co. of America	E. A. Randall	Harvey Adv. Agcy.
Nunally Candy Co.	Winship Nunally	Cecil Warwick & Cecil
Pepsinated Calomel Co. (See Ironized Yeast Co.)		
Southern Baking Co.	F. O. Stone	Johnson-Dallis Co.
Southern Spring Bed Co.	R. M. Schwab	J. A. Greene Adv. Agcy.
Stone Baking Co.	F. O. Stone	Johnson-Dallis Co.
Swift Specific Co.	J. C. Bagwell	Direct
Youthform Co.	Dr. H. N. Alford	Harvey Adv. Agcy.

AUGUSTA

Hollingsworth Candy Co.	Virgin Hollingsworth	Massengale Adv. Agcy.
Huston Peanut Co., Tom	Tom Huston	Jas. A. Greene and Co.

COLUMBUS

Chero-Cola Co.	C. A. Sears	Roche Adv. Co.
Moffett Medicine Co., C. J.	J. F. Flournoy	Harvey Adv. Agcy.
Nehi Corp. (see Chero-Cola Co.).		

ILLINOIS

ALTON

Illinois Glass Co.	L. M. Albright	Direct

AURORA

International Corset Co.	E. K. Licht	Brandt Adv. Co.
Quaker Valley Mfg. Co.	Elmer Stevens	Elmer Stevens Adv. Co.
Stillman Cream Co.	J. H. Bereman	Brandt Adv. Co.

BATAVIA

Campana Co.	Mr. Oswald	H. H. McCann Co.
D. D. D. Company	B. B. Page I. E. Seymour	Faxon, Inc.

BLOOMINGTON

Beich Candy Co.	C. E. Behr	Kling-Gibson Co.
Meadows Mfg. Co.	M. B. Wheeler	Kling-Gibson Co.
Showers Bros. Co.	R. G. Norman	R. E. Sandmeyer Co.
Wakefield & Co., Dr. C.	L. O. Eddy	Louis O. Eddy Adv. Agcy.

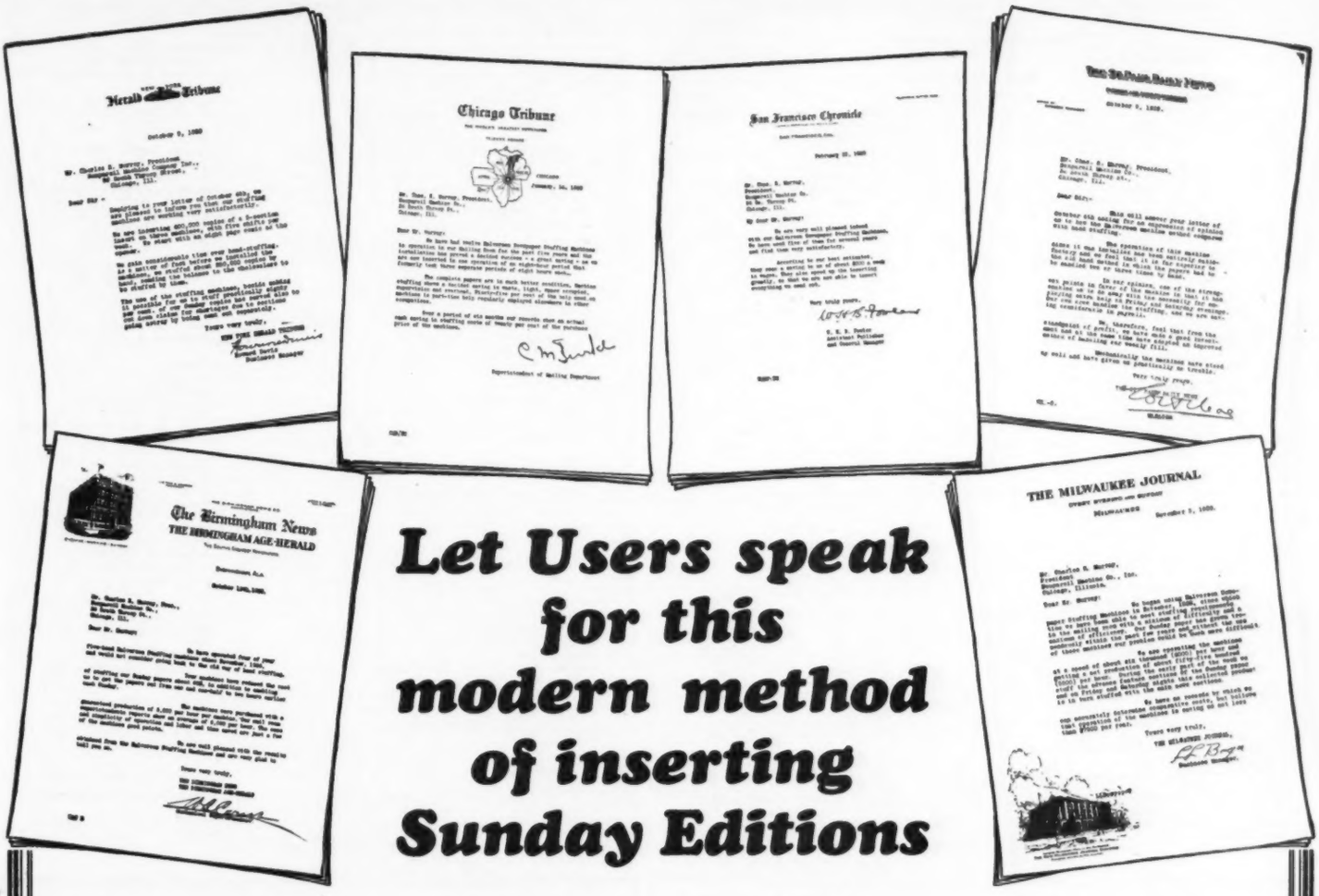
CHESTER

Gilster Milling Co.	Victor J. Veath	Direct

CHICAGO

Aagaard Co., W. S.	W. S. Aagaard	Mitchell Faust Co.
Airlox Rubber Co.	M. S. Talbot	Guenther-Bradford
Alemite Mfg. Co.	F. R. Cross	Blackett-Sample-Hummert
Aladdin Industries, Inc.	B. S. Presba	Shuman-Haws Adv. Co.
Alladin Prod. Co. (Joro)	C. S. Robinson (Pres.)	
Allied Packers, Inc.	Frank R. Warton	Chas. Daniel Frey Co.
Allyn, A. C., & Co.	John J. Foley	Albert Frank & Co.
Amend Co., Fred W.	S. A. Kear	Williams & Cunnyngham
American Asphalt Paint Co.	E. J. Boland	Direct
American Barley Corp.		Holmes, Inc.
American Bond & Mortgage Co.	C. D. Speier	Bellamy-Neff Co.
American Flyer Mfg. Co.	Glen A. Gunderson	McJunkin Adv. Co.
American House Wrecking Co.		Direct
American Ironing Machine Co. (See Buffalo)	H. G. Grosse C. F. Stephany	N. W. Ayer & Son
American School	O. C. Miller	
Ames Emerich & Co.	H. B. Mulford	Doremus Co.
Anchor Electric Co.		Hurja, Chase & Hooker, Inc.
Angel Dainty Dye Co.	A. H. Knodell	Brandt Adv. Co.
Anona Cheese Co.	R. K. Ridgeway	Frank Presbrey Co.
Apex Electric Mfg. Co.	M. W. Mitchell	Sehl Adv. Agcy.
Apex Laboratories Inc. (Cleaver)	Melville Kein	Bisberne Adv. Co.
Appleton Electric Co.	C. A. Bloom	Aubrey & Moore
Arcady Farms	W. D. Walker	Paul A. Florian, Inc.
Armour & Co.	T. F. Driscoll	N. W. Ayer & Son
Art Lamp Mfg. Co.	E. C. Ruttenberg	Behel & Harvey
Art Metal Products Co.	C. G. Wemlinger	Quinlan Adv. Co.
Atchison, Topeka & Santa Fe Ry.	W. H. Simpson	Stack-Globe Co.
Aunt Mary's Pie Crust Co.	S. Peterson	Guenther-Bradford Co.
Automatic Electric Co.	H. E. Clapham	
Autopoint Co.	L. B. Jacobs	Lord & Thomas and Logan
Babcock Prods. Co.		Nelson Chesman & Co.
Baker Food Products Co.	M. Katz	Edw. H. Weiss Co.
Baltimore & Ohio R. R.	P. H. Akin	Caples Co.
Bankers Supply Co.	F. L. Armstrong	Lord & Thomas and Logan
Bassick Mfg. Co. (see Alemite)	F. R. Cross	Blackett-Sample-Hummert, Inc.
Bauer & Black (bought by Kendall Co., Boston, Mass.)		
Bay Co., H. C.	J. H. Mayworm	
Beatrice Creamery Co. (see Lincoln, Neb.)	H. W. Post	Porter-Eastman-Byrne Co. Chappelow Adv. Co., Inc.
Becker & Co., A. G.	Jos. L. Levin	Albert Frank & Co.
Beckman, Dawson Roofing Co.	H. L. Moutaw	Ferry-Hanly Adv. Co.
Behrman Co., J. (see Hellman)		
Belden Mfg. Co.	H. W. Clough	A. H. Fensholt Co.
Benjamin Electric Mfg. Co.	Rudolph W. Staud	A. A. Gray & Co.
Bennett Products Co.	F. J. Bennett	
Bernard, Hewitt & Co., Inc.	G. L. Brandt	Maurice H. Needham Co.
Berry Co., Dr. C. H.	W. B. Forsyth	Duke Hutchinson
Bersted Mfg. Co.	S. Machie	Frank M. Comrie Co.
Bertram Drug Co., Chas.		Beringer & Meyers
Best, A. Starr	E. Bastien	Direct
Bio Food Corp.	Eugene Kuhne	Direct
Birtman Electric Co.	E. F. Mulhern	Henri, Hurst & McDonald
Bismarck Hotel		Brandt Adv. Co.
Blancke Co., A. C.	R. C. Curtiss	F. R. Steel Co.
Blauer & Goldstone Co.		Thos. M. Bowers Adv. Agcy.
Bleadon-Dun Corp.	M. A. Myers	H. W. Kastor & Sons Co.
Blue Valley Creamery Co.	R. F. Walker	Henri Hurst & McDonald
Bonney Inc.	H. S. Lyon	Faxon, Inc.
Boweys, Inc.	J. W. Hanner	Price-Hannah Co.
Boyer Int'l Lab.	Mona Lorenz	Direct
Bradley & Vrooman	E. L. Pezolt	H. W. Kastor & Sons
Brewer & Co., F. A.	E. J. Robinson	J. R. Hamilton Adv. Agcy.
Brokaw & Co.	John W. Clarke	Direct
Brook Hill Laboratories	John M. Greene	Direct
Brookman Mfg. Co.		Gale & Pietsch, Inc.
Brunswick-Balke-Collender Co.	P. S. Ellison	Lord & Thomas and Logan
Buettner & Co., T.	R. E. Horan	Cruttenden & Eger
Bunte Bros.	F. A. Bunte	Vanderhoof & Co.
Burnland Knitting Works, Inc.		Williams & Cunnyngham, Inc.
Burnham, E., Inc.	Miss A. Mould	Direct
Burnham Products Co., E.	Gerald Burnham	Ferry-Hanly Co.
Burton Dixie Corp.	C. F. Pearce, Jr.	Roche Adv. Co.
Byllesby Co., H. M.		Albert Frank & Co. Doremus & Co.
Calumet Bak. Powd. Co. (Postum)	J. W. Westbrook	Sehl Adv. Agcy.
Calumet Steel Co.		Shields & Vanden
Canepa Co., John B.	R. H. Dawson	Direct
Carter White Lead Co.	W. G. Bisbee	Matteson-Fogarty-Jordan
Case & Martin Co.		J. R. Hamilton Co.
Cellucotton Prod. Co. (see Kotex)		
Celotex Co.	Irwin S. Rosenfels	George Batten Co.
Cenol Co.	C. J. Buslee	Olson & Enzinger, Inc.
Central Trust Co.	H. R. Lankford	Edwin Bird Wilson
Chapman & Co., Inc., P. W.	J. L. Schliner	Albert Frank & Co.
Charles Laboratories		F. R. Steel Co.
Chicago & Alton R. R. Co.	C. R. Davidson	Doremus & Co.
Chicago Evening American	W. M. McNamee	Various
Chicago Board of Trade		Critchfield & Co.
Chicago & Northwestern Ry Co.	C. R. Custer	Caples Co. H. E. Lesan Ad. Agcy.
Chicago Beach Hotel	A. G. Pulver	Bisberne Adv. Co.
Chicago, Burlington & Quincy Ry.	H. E. McLaury	J. Walter Thompson Co.
Chicago Daily News	L. M. Barton	Direct
Chicago, Duluth & Georgian Bay Transit Co.	W. H. Black	Chas. H. Touzalin Agcy.
Chi. & Eastern Illinois R. R.	E. H. Batchelder	Albert Frank & Co.
Chicago Flexible Shaft Co.	E. K. Ploner	Crowelli-Crane-Williams Co.
Chicago Great Western Ry.	H. P. Riccadonna	H. E. Lesan Co.
Chicago Hdwe. Foundry Co.		
Chi., Milwaukee & St. Paul Ry.	A. L. Eidemiller	Williams & Cunnyngham, Inc.
Chi., Rock Island & Pacific R. R.	W. W. Rodie	Caples Co.
Chicago Tribune	W. E. MacFarlane	Burnett-Kuhn Co.
Citrus Products Co.	Eric Scudder (Pres.)	McJunkin Adv. Co.
Clairemont Sterjlized Egg Co.	E. C. Anderson	Williams & Cunnyngham, Inc.
Clement Co.	M. J. Speigel	Porter-Eastman-Byrne Co.
Clinton Carpet Co.	T. R. Sills	Ludgin & Salinger
Clow & Sons, Jas. B.	Kent S. Clow	Buchen Company
Coco Cod (see—Van Ess)		Kling Gibson
Cohn-Rissman Co.	C. B. Middleton	Direct
Cole Mfg. Co.	Miss E. E. Bromfield	Direct
Colgate-Palm Olive-Peet Co.	V. Fabian	Lord & Thomas and Logan
College Inn Food Products Co.	R. H. Eliel	Williams & Cunnyngham, Inc.
Commander-Larrabee Cereal Co.		Mitchell Faust Co.
Compton & Co., F. E.	Ronald Miller	J. R. Hamilton Co.
Conlon Corp.	E. C. Schroeter	Direct
Conover Co. (Dish Washer)	F. H. Peters	Benson-Gamble-Johnson Read
Cook & Sons, Inc., Thos.		John Curtis Co.
Cooper Pharmacal Co.	Fred W. Scarff	H. W. Kastor & Sons Co.
Continental Baking Co.		W. E. Long Co.
Contl. Nat'l Bank & Trust Co.	J. K. Waibel	Edwin Bird Wilson, Inc.
Continental Scale Works	R. A. Wolff	Faxon, Inc.
Cornell Wood Products Co.	W. W. Race	Direct
Coyne Elect. School	H. H. Sebree	Kirtland Engle Co.
Cracker Jack Co.	P. E. Gunton	
Crane Co.	W. K. Glen	Chas. Daniel Frey
Cribben & Sexton Co.	W. H. Van Riper	Direct
Cudahy Packing Co. (Meats) Cudahy Packing Co. (Cheese) Cudahy Packing Co. (Cleanser)	L. G. Tremblay	Conover-Mooney Co. Williams & Cunnyngham, Inc.
Curtiss Candy Co.	Thos. J Foley	Erwin Wasey & Co. J. Walter Thompson Co.
Cusack Home Utilities Co.		McJunkin Adv. Co.
D. D. D. Co. (see Batavia, Ill.)		
Decker & Cohn, Alfred	C. E. Gelb	John H. Dunham Co.
Dearborn Supply Co.	J. W. Meyers	Roberts & MacAvinche
Delatone Co.	S. McWilliams	Mitchell Faust Adv. Co.
Delica Laboratories, Inc.	V. T. Mertz	Faxon, Inc.
De Loney Co.		Van Allen Co.
Dennis & Co., W. J.		R. G. B. F. Co.
Derma Viva Co.	C. F. Paul	Direct
Dermatalogical Laboratories	R. C. Ricksen	Erwin Wasey & Co.
Dernell Potato Products Co.		Brandt Adv. Co.
De Vry Corp.	A. E. Hollis	Lamport-MacDonald
Diamond T. Motor Car Co.	E. A. Petrtyl	Roche Adv. Co.
Diana Dress Goods Co.	G. E. Schneider	Chicago-Union Agcy.
Dickinson Seed Co., Albert	R. D. Edwards	Frank Presbrey Co.
Digestic Lab., Inc.		Maurice H. Needham Co.
Dolphin Chemical Co.	Edwin Mason	Witt K. Cochrane Co.
Drake Hotel	Tracy C. Drake (Pres.)	Mitchell-Faust Adv. Co.
Dur-O-Lite Pencil Co.		Low, Graham & Wallis
Eagle-Wabash Corp.	M. C. Lewis	Hamilton Adv. Agcy.
Edison Electric Appliance Co.	W. A. Grove	Lord & Thomas and Logan
Ehrat Co., Geo.	Arnold Ehrat	Brandt Adv. Co.
Eisendrath Glove Co.	F. Rucker	Gundlach Adv. Co.
Electric Household Util. Co.	Chas. S. Lunt	Lord & Thomas and Logan
Elgin National Watch Co.	R. B. Barton	Lennen & Mitchell
End-O-Corn Laboratories	H. J. Denning	Earl C. Noyes Adv. Co.
Englander Spring Bed Co.	Wm. Friedlander	Thomas & Cook
Enoz Chemical Co.	F. M. Seig	Direct
Enterprise Paint Mfg. Co.	F. L. MacDonald	H. W. Kastor & Sons Co.
Escalante & Co., Jose	E. D. Lilienfield	Henri, Hurst & McDonald
Equitable Bond & Mortgage Co.	Wm. F. Gray	Kling-Gibson Co. McJunkin Adv. Co.

(Continued on page 230)



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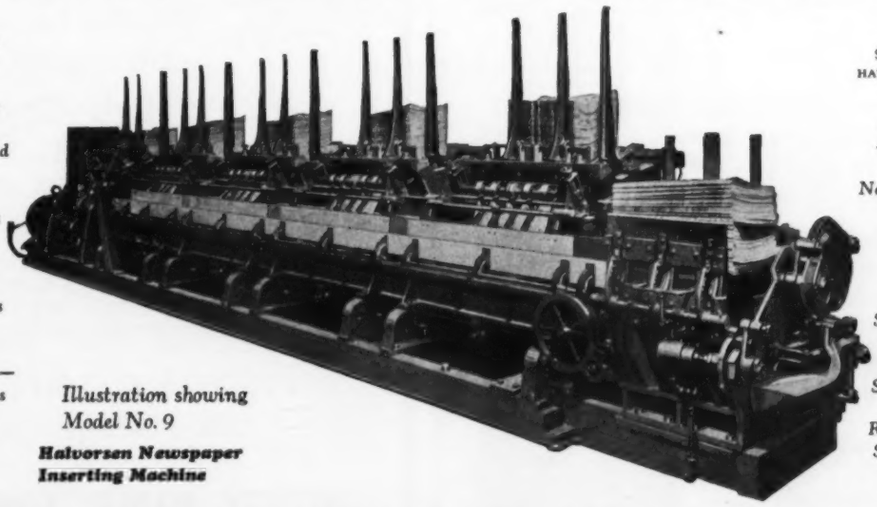

Illustration showing Model No. 9

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Saint Paul Daily News
Saint Paul Dispatch
Seattle Times
San Francisco Chronicle
Springfield (Mass.) Republican-News-Union
Sydney (Australia) Sun

NONPAREIL MACHINE COMPANY

36 SOUTH THROOP STREET, CHICAGO, ILLINOIS, U. S. A.

IMPORTANT BUYERS OF DAILY NEWSPAPER SPACE

(Continued from page 228)

Advertiser	In charge of Advertising	Agency
Fairbanks, Morse & Co.	S. T. Scofield	Henri, Hurst & McDonald
Federal Elec. Co.	F. L. Curry	McJunkin Adv. Co.
Federal Securities Corp.	Kenneth Ogden	Doremus & Co.
Federal Varnish Co.		H. W. Kastor & Sons Co.
Feltman & Curme	W. C. Reinhold	Direct
Fisk, D. B., & Co.	W. J. Dick	Touzalin Adv. Agcy.
Fitzpatrick Bros.	I. T. Fitzpatrick	Green-Fulton-Cunningham
Foley & Co.	Mrs. J. M. Horn	Direct
Ford Roofing Prod. Co.	W. E. O'Neil	
Foreman & Clark		McJunkin Adv. Co.
Forman & Co., Geo. M.	A. F. Leucker	Mitchell Faust Co.
Forster Music Publisher, Inc.	T. White	H. W. Kastor & Sons
Fortune Products Co.	R. B. Brown	Vanderhoof & Co.
Friedman Mfg. Co. (Butter—see Armour)	O. J. Leatherock	N. W. Ayer & Son
Fuller Morrison Co.	L. J. Bertoli	
Fuji Trading Co.	T. L. Brenner	Behel & Harvey
Futurist Co.	Ben K. Engel	Direct
Gage Brothers & Co.	Fred Handschy	John H. Dunham Co.
General Tobacco Co.	A. E. Kunzo	Aubrey & Moore
Gets-It Co., E.	H. P. Roberts	Lord & Thomas and Logan
Gill Mfg. Co.	W. J. Ford	Direct
Glidden Food Products Co.	J. Albert Califf	Direct
Gold Furniture Co.		Crosby-Chicago
Goodrich Transit Co.	Park Robbins	McJunkin Adv. Co.:
Gossard Co., H. W.	J. B. Pitcher, Pres.	H. W. Kastor & Sons
Goshen Shirt Mfg. Co.	Louis Silverman	Direct
Graham, Mrs. Gervaise	Percy Graham	Behel & Harvey
Graynie Corp.	R. K. Gray	Albert Frank & Co.
Green Circle Products Co.	W. Johnston	
Greenebaum Sons, Inv. Co.	R. A. Simmons	Thos. A. Lowery Co.
Joe Grein & J. Pahls	Joe Grein	Collins-Kirk, Inc.
Griffin Drug Co.		Direct
Gulbransen Co.	W. Kiehn	Vanderhoof & Co.
Gypsy Dyes, Inc.	Fred W. Welt	Direct
Haggard & Marcusson Co.	O. C. Heppes	Aubrey & Moore
Hales & Hunter	E. D. Koehler	Direct
Halsey Stuart Co.	A. E. Bryson	Benson, Gamble Johnson, Read & Co.
Haskelite Mfg. Co.	A. E. Bustard	Russell T. Gray, Inc.
Harris Sons Co., Frank	Francis Harris	Critchfield & Co.
Hanly Products Co.		Sehl Adv. Agcy.
Hanson Bros. Scale Co.	R. D. Mock	Mitchell, Faust Adv. Co.
Harris Trust & Savings Bank	R. R. Jeffris	Matthew G. Pierce
Hart, Schaffner & Marx	C. W. Chapin	Williams & Cunnyngham
Hartman Furniture & Carpet Co.	Adolf Drey	Direct
Hart Tire Co.	Frank Hart	Ollendorf Co.
Heathized Products Co.	C. A. Barry	Direct
Hebe Company	Stanley Roberts	N. W. Ayer & Son
Heller, B., & Co.		H. W. Kastor & Sons Co.
Hellmann, Richard Co., Inc. (see Postum Co., N. Y.)		I. Walter Thompson Co.
Henning-Wennersten, Inc.	W. F. Charleston	Reed Landis, Inc.
Herald & Examiner	Hayes McFarland	
Hertz Drivurself System, Inc.	Jos. J. Stedem	Lord & Thomas and Logan
Herz Bed Co. (see Englander)		
Hewitt Bros. Soap Co.		Critchfield & Co.
Hofherr Meat Co.	H. Coy	Collins-Kirk, Inc.
Hooker Paint Co.	B. Kunst	
Hoover Co.	Miller Munson	Erwin, Wasey & Co.
Hopper, Inc., Edna Wallace	O. E. Glidden	Faxon, Inc.
Hunt, Wallis & Co.		Buchen Co.
Hyde Park Hotel	R. E. Clarke	H. W. Kastor & Sons Adv. Co.
Hydrox Co.	J. E. Davies	J. R. Hamilton Adv. Agcy.
Hygienic Labs. (see United Remedies, Inc.)		
Hylonite Mills	M. A. Cavan	Nathan Adv. Co.
Illinois Central Ry.	D. J. Hearne	Caples Co.
Ill. Elec. Ventilating Co.	E. C. Breidert	Simmonds & Simmonds
Illinois Graphite Co.		U. S. Adv. Corp.
Ill. Merchants Trust Co.	Carl A. Gode	Maurice H. Needham Co.
Illinois Moulding Co.	A. Goldfork	H. W. Kastor & Sons Adv. Co.
Inderreiden Food Prods., J. B.		Direct
International Chem. Co.	H. R. Morin	Williams & Cunnyngham
International Harvester Co.	F. W. Heiskel	Direct
Institute of Amer. Meat Pakrs.		H. K. McCann Co.
Jaques Mfg. Co.	Chas. Hendrickson	Direct
Jaenac Co.	J. H. Wilson	Henri, Hurst & McDonald
Jean Lab., (see Hart Tire Co.)		
Jelke Co., John F.	Geo. P. Chapman	Collins-Kirk
Jetum Co.	A. E. Swanson	Direct
Jewel Paint & Varnish Co.	R. B. Chelker	Edw. H. Weiss, Inc.
Jewel Tea Co.	H. K. Longaker	Ray D. Lillibridge, Inc.
Jiffy Remedies Co.		R. B. Newell Co.
Johns-Manville Co.	E. Nelson	Newell, Emmett Co.
Johnson, Alfred, Skate Co.	I. G. Landaner	Geo. Kirkgasser Co.
Johnson Mfg. Co., Nestor	C. I. Johnsen	Wm. H. Rankin Co.
Kabo Corset Co.	I. T. Hart	H. C. Winchell Co.
Kaempfer's, Inc.	F. W. Kaempfer	Doremus & Co.
Kahn & Co., E.		Green-Fulton-Cunningham
Karpen, S. & Bros.	N. V. Field	Chas. Daniel Frey
Kasper Co., A. J.	Roger Kasper	Guenther Bradford Co.
Kaufman & Bros., Chas.	O. G. Smith	Direct
Kay Laboratories	G. L. Katz	Roberts & MacArinche
Keeley, Leslie E., Co.	J. H. Oughton	
Kidd & Co.	W. A. Wood	Behel & Harvey
Kingsley-Miller Co.	Paul Green	Maurice H. Needham Co.
Kinney-Rome Co. (see Rome Co.)		
Kirk & Co., Jas. S.	W. C. Nichols	Collins-Kirk, Inc.
Knickerbocker Mfg. Co.	E. Y. Beatty	U. S. Adv. Corp.
Kolar Laboratories	G. S. Kolar	Weston-Barnett, Inc.
Kolax Co.		Quinlan Adv. Co.
Kolor-Bak Co. (see United Remedies, Inc.)		
Kotex Co.	L. E. Meyer	Lord & Thomas and Logan
Kraft-Phenix Cheese Co.	J. H. Platt	H. W. Kastor & Sons Co. J. Walter Thompson Co.
Krem-Ko Co.	Geo. F. Gallagher	McQuinn & Beach
Krenn & Dato	Paul D. Angell	Direct
Kroehler Mfg. Co.	H. G. Davis	Henri, Hurst & McDonald
Kuppenheimer & Co., B.	E. L. Mendelsohn B. J. Cahn	Morris Wisner Lee Co.
Kusto Co.		Brandt Adv. Co.
Lackner, Butz & Co.	Philip Corper	Vanderhoof & Co.
Lactona Co.		Crowell-Crane-Williams
Lady Esther Co.	Alfred Cohn	Lyddon & Hanford
La Prene, Inc.		Mason Warner Co.
Lavick & Co., Inc., S. B.	H. A. Pisors	Direct
Leach & Co., A. B.	Miss H. L. Knowles	Doremus & Co.
Lee, Higginson & Co.	C. A. Capek	Doremus & Co.
Lehon Co.	Wm. A. McNamara	Pace Co.
Leight Co.	A. A. Alford	Direct
Libby, McNeil & Libby	G. C. Smith	I. Walter Thompson
Liberty Weekly, Inc.	Nelson R. Perry	Lord & Thomas and Logan
Lilienfeld Bros. & Co.	E. D. Lilienfeld	Glen Buck Co.
Liquid Carbonic Co.	G. T. Jahnke	Crowell, Crane, Williams & Co.
Lott Hotels		Brandt Adv. Co.
Lyon & Healy	Chas. W. Farrar	
Magistral Chem. Co. (see Nurito Co.)	I. R. F. Spiegel	Faxon, Inc.
Manhattan Soap Co.	H. E. Simons	Kirtland-Engel Co.
Mantle Lamp Co.	B. S. Presba	Roberts & MacAvinche
Mapl-Flake Mills, Inc. (bought by Ralston Purina Corp.)	I. A. Mander	
Marquette Cement Mfg. Co.	Bert C. Wheeler	D. T. Campbell Co.
Marrow Mfg. Co., J. W.	M. Marrow	
Mars, Inc.	F. C. Mars	Glen Buck Co.
Martin & Martin	W. E. Martin	H. E. Lesan Co.
Martin Varnish Co.	Wells Martin	Behel & Harvey
Maybelline Laboratories	T. L. Williams	Kirtland-Engel Co.
May Breath Co.	H. P. Roberts	Lord & Thomas and Logan
Mayer & Co., Oscar	F. H. Minifie	Burnett Kuhn Co.
Mayr, Geo. H. (Sterling Prod. Co.)		Thompson Koch Co.
McAvoy Brewing Co.		Finney Briggs Co.
McClurg Co., A. C.	J. J. O'Connell	Buchen Company
McGowan Laboratories	M. J. McGowan	Erwin, Wasey & Co.
McLaughlin Co., W. F.	E. B. Blair	Albert Frank & Co.
Mead Cycle Co.		Wm. H. Rankin Co.
Melba Mfg. Co. (bought by Vivaudou)		
Meyer-Both Co.	B. E. Balcznski	Critchfield & Co.
Michigan Central R. R.	C. H. Kilburn	Lord & Thomas and Logan
Michigan Transit Co.	B. J. Kennedy	Touzalin Adv. Agcy.
Milani Co. (see Kraft)		
Miller & Hart	R. B. Simpson	Direct
Mills Novelty Co.	Jos. S. Older	Direct
Mintrated Prods. Co.		Brandt Adv. Co.
Mitchell-Hutchins & Co.		Maurice H. Needham Co.
Monon Route (C. I. & L. Ry.)	E. P. Cockrell	Wm. H. Rankin Co.
Montgomery Ward & Co.	S. Soule	Lord & Thomas and Logan
More Co., Robert	M. R. Shapiro	Superior Adv. Co.
Mordt Co.		
Morris, Mann & Reilly	C. P. Feebusch	Direct
Morris & Co. (see Armour & Co.)	J. F. Driscoll	N. W. Ayer & Son
Morse Candy Co., A. G.	E. F. Chambless	Direct
Morton Salt Co.	C. L. Ostrom	Collins-Kirk, Inc.
Mosso Laboratories, C. A.	F. R. Lally	H. W. Kastor & Sons Co.
Motor Tool Spec. Co. (Zowie Soap)	R. P. Utley	Direct
Moxley, Inc., Wm. J.		Direct
Munsingwear Corp.	W. A. Martin	Aubrey & Moore
Murine Eye Remedy Co.	Dr. G. W. McFatrich	Collins-Kirk, Inc.
Murphy Door Bed Co.	M. A. Johnson	Ferry Hanly Co.
Musterole		Erwin, Wasey & Co. (N. Y.)
Nachman Springfilled Co.	E. B. Gates	H. W. Kastor & Sons Co.
National Air Transport, Inc.		Reed Landis Co.
Nat'l Assn. of Ice Industries	Robt. McKnight	Benson, Gamble, Johnson & Read
Nat'l Bond & Investment Co.	R. B. Farson	Direct
Nat'l Laboratories	G. J. Spinner	F. R. Steel Co.
Nat'l Lumber Mfrs. Assn.	Edgar P. Allen	J. Walter Thompson Co.
Nat'l Paving Brick Mfr.'s Assn. (see Cleveland, O.)	John W. Breyfogle Gen. Mgr.; E. L. Beller, Sec.	Potts-Turnbull Co.
Nat'l Premier Sales Co.		Mattheson-Fogarty-Jordan
Nat'l Soap & Perfume Co.	M. E. Shapiro	Philip Morris Adv. Serv., Inc.
Nat'l Stamping & Elec. Works	C. E. Padden	Ruthrauff & Ryan
National Tea Co.	P. L. Herrick	Direct
National Trading Co. (see Norida, L. I., N. Y.)		
Nature's Rival Co.	Sam. Yaffe	Green-Fulton-Cunningham
Nature Tread Co.	E. J. Drinkall	
Neon, Claude, Federal Co.	F. A. Orth	McJunkin Adv. Co.
Never-Burn Hot Plate Co.	S. M. Green	Direct

(Continued on page 231)

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HALIFAX, N. S.

IMPORTANT BUYERS OF DAILY NEWSPAPER SPACE

(Continued from page 230)

Advertiser	In charge of Advertising	Agency
New England Mills Co.		Porter-Eastman-Byrne
Newport Boiler Co.	L. Halliday	Chas. H. Touzalin Co.
New York Central Lines	A. D. Palmer	Lord & Thomas and Logan
Non-Scents, Inc.		Direct
Norida Parfumerie, Inc.	W. J. Quinlan	Morris-Harris Adv. Agcy.
Norman-Roberts & Co.	Miss B. Ziblat	
Normogen Laboratories	Louis Moore	Nelson Chesman & Co
N. R. G. Company	F. C. Kremsky	Ankrum Adv. Co.
Northwestern Yeast Co.	Thos. R. Hair	Kling-Gibson Co.
North Shore Food Prods.	Chas. Stein	
Norwood Chem. Co.	D. Norwood	Direct
Nurito Co., The	I. R. F. Spiegel	Faxon, Inc.
O'Cedar Corp.	Don Paus	Brandt Adv. Co.; N. W. Ayer & Son
Oelerick & Berry Co.	F. J. Oelerick	Freeze & Vogel
Old Colony Ginger Ale		Caples Adv. Co.
Olive Tablets		Erwin, Wasey & Co.
Olson Rug Co.	A. W. Prussing	Mason Warner Co.
Opler Co., E. & A.	Arnold Opler	Conover Mooney Co.
Oppenheimer Casing Co.		Lord & Thomas and Logan
Orange Crush Co.	A. L. Ebbeson	Erwin Wasey & Co.
Orangeine Chem. Co. (see LeRoy, New York)		
Osborn, C. D., Co.	D. P. Osborn	Walter E. Hardy, Inc.
Paasche Air Brush Co.	H. S. Willson	Russell T. Gray
Palmer House	L. T. Wallace	H. K. McCann Co.
Palmolive Co. (see Colgate, etc.)		
Parsons & Co., I. R.		
Paul & Co., J. C.	H. J. Paul	Thos. M. Bowers Co.
Peabody Coal Co.	W. F. Royce	
Peabody, Houghteling & Co.	W. C. Gibson	Dickinson Adv. Agcy.
Peck & Hills Furniture Co.	W. I. Hubbell	Benson-Gamble-Johnson-Read
Pepsodent Co., The	H. P. Roberts	Lord & Thomas and Logan
Perfection Bedding Co.	G. L. Lux	Aubrey & Moore
Peruna Corp. (United Remedies)	E. C. Leudke	Edwin H. Weiss Co.
Peterson & Co., H. S.	E. A. Westling	Critchfield & Co.
Pickard Studios	W. A. Pickard	
Pierre, Dr., Chemical Co.	Ino. A. Taft	Kling Gibson Co.
Pieser-Livingston Co.	G. H. Hohenadel	Chas. H. Touzalin Co.
Pines Winterfront	H. Broderick	Lord & Thomas and Logan
Platt Drug Co.		Woolf-Gurwit Co.
Planert & Sons Co., F. W.	Edwin H. Planert	Walter E. Hardy, Inc.
Portland Cement Assn.	C. R. Ege	Austin F. Bement
Premier Malt Dist. Co.	Marvin Harms	Matteson-Fogarty & Jordan
Price Flavoring Extract Co.	E. P. Price	N. W. Ayer & Son
Primalt Products Co.	L. L. Dearborn	Turner-Wagener Co.
Princess Pat Co.	Mrs. F. B. Gordon	Shuman Haws Co.
Proprietories Prods. Co.	E. A. Kochbaum	H. W. Kastor & Sons Co.
Puhl Products Co., John	Wm. Keenan	Brandt Adv. Co.
Pure Oil Co.	C. Hill Griffith; J. T. Balkam	Direct
Puritan Malt Extract Co.	W. R. Greenlee	H. W. Kastor & Sons Adv. Co.
Purity Bakeries	Henry Marsh	Blackett-Sample-Hummert, Inc.; Grace & Holliday
Q. R. S. Music Co.	E. J. Delfrisse	H. W. Kastor & Sons Adv. Co.
Quaker Oats Co., The	R. Douglas Stuart (V. P. Chg. Adv.)	Lord & Thomas and Logan (Quaker Q. Oats; Puffed Wheat; Rice; Pettijohn's)
Quaker Oats & Puffed Grain	Donald B. Douglas (Adv. Mgr.)	Wm. Douglas McAdams (Quick Mother's Oats; Mother's Oats)
Mother's Oats	C. C. Coldren (V. P. Chg. Export)	Blackett-Sample-Hummert, Inc. (Q. Milk Macaroni; Q. M. Spaghetti)
Aunt Jemima Products	George MacDonald (V. P. Chg., Canada)	J. Walter Thompson Co., Inc.; Aunt Jemima; Muffets)
Pettijohn's Products		National Export Adv. Serv (All Export)
Milk Macaroni—Full O'Pep		William Findlay, Inc. (Toronto) (Canadian)
Quaker Mfg. Co.	J. H. Evans	
Ranft Candy Co.		Ferry-Hanly Co.
Realite Pencil Co.		
Reed Laboratories		
Reid, Murdoch & Co.	R. B. Newton	Lennon & Mitchell, Inc.
Reilly & Lee Co.	Leigh Reilly	Chas. Daniel Frey
Reliance Mfg. Co.	C. W. Boyle	Mitchell-Faust Adv. Co.
Republic Paint & Varnish Works	A. B. Chapin	Frank Lenhoff
Reserve Remedy Co.		Erwin, Wasey & Co.
Reising, J., & Co.	R. J. Lorenz	
Rit Products Corp.	L. L. Guthrie	Blackett-Sample-Hummert
Ritchie Bond & Mortgage Co.	L. E. Wells	Vanderhoof & Co.
Rite-rite Corp.	W. J. Carrick	Direct
Rock Island Lines	J. E. Gorman (Pres.)	Direct; The Caples Co.
Rome Co. (Rome, N. Y.)	C. Mac Harg	Batten B. D. & O. Co.
Rose Co., E. W.		Erwin, Wasey & Co.
Rosenwald & Weil	M. J. Heap	Direct
Royal Tailors		Direct
Russell Mfg. Co.	S. J. Black	Chas. W. Hoyt
Sampson Electric Co.		Auspitz, Lee & Harvey
Sanitax Brush Co.	R. T. R. Hastings	Jewell F. Stevens Co.
Sani Products Co.	P. C. Goble	Bailey-Walker-Tuttle
Santa Fe Ry.	W. H. Simpson	Stack Goble Co.; Stewart-Davis
Savo Mfg. Co.	L. E. Burleigh	Mitchell-Faust Adv. Co.
Sawyer Biscuit Co.	I. W. Wolf	
Scarff & Co., Fred W.	Fred W. Scarff	H. W. Kastor & Sons Co.
Schleicher Mfg. Co. (Gary, Ind.)	Edw. Schleicher	Grant & Wadsworth
Schlosser & Co., L.	J. F. Sehl	Sehl Adv. Co.
Schmidt Co., Otto	H. M. Schmidt	Woolf-Gurwitt Co.
Schoenhofen Co.	F. Walter	Thos. M. Bowers Co.
Scholl Mfg. Co.	Leroy Langland	H. E. Lesan Co.
Schultz & Hirsch Co.	D. C. Hirsch	Auspitz, Lee, Harvey
Schulze Baking Co.	A. W. Pease	Ferry Hanly Adv. Co.
Scully Syrup Co., D. B.	D. B. Scully	
Schutter-Johnson Candy Co.	R. G. Pankow	Blackett-Sample-Hummert
Scientific Products Co.	H. P. Roberts	Lord & Thomas and Logan
Sears, Roebuck & Co.	E. H. Powell	Roberts & MacAvinche
Sefton Co.		Collins-Kirk, Inc.
Sek Mfg. Co. (see Covington, Ky.)		
Selz Organization	J. Harry Selz	H. W. Kastor & Sons Co.
Seng Mfg. Company	B. U. Baker	Williams & Cunnyngham, Inc.
Sexton & Co., John	F. Sexton	Benson-Gamble-Johnson-Read
Shaffer Oil & Refining Co.	C. T. Fantozzi	Roche Adv. Co.
Sheahan Kohn & Co.	E. A. Ballard	H. W. Kastor & Sons Adv. Co.
Sheffield Co. (see Delatone Co.)		
Sherman Hotel	F. W. Bering	McCutcheon-Gerson Serv.
Shotwell Mfg. Co.	W. K. Eberly	Campbell-Ewald Co.
Shubert, Inc., A. B.	S. T. Keshen	Kirtland-Engel Co.
Simmons Co., The	R. W. Blair	J. Walter Thompson Co.
Simoniz Co.	H. L. Nehrbass	J. L. Sugden Co.
Sinclair Refining Co. (see N. Y.)		
Sisson Hotel	Lester Frank	
Sloan Valve Co.	W. D. Sargeant	Pace Co.
Snider Preserve Co., T. A.	E. I. Peterson	Newell-Emmett Co.
Snap-on Wrench Co.	R. P. Utley	Direct
Snow King Baking Powder Co.	W. P. Lillard	Batten, B. D. & O.
S. O. S. Mfg. Co.	Wm. A. Smith	Mitchell-Faust Adv. Co.
Spic Laboratories		Quinlan Adv. Co.
Standard Cap & Seal Co.	J. N. Raymond	Kling-Gibson Co.
Standard Oil Co. (Indiana)	N. H. Reed	Stack-Globe Adv. Agcy.
Standard Varnish Works	R. B. Johnson	Direct
Stearns Electric Paste Co.	J. J. Kearney	Stewart-Davis Co.
Steele Wedeles Co.	S. B. Steele	Mitchell-Faust Adv. Co.
Steger & Sons Piano Mfg. Co.	Chas. E. Byrne	Direct
Stein & Co., A.	J. M. Kraus	McJunkin Adv. Co.
Stewart-Warner Co.	A. B. Dicus	McJunkin Adv. Co.
Stone Medicine Co.	G. M. McCulloch	Reed G. Landis Co.
Story & Clark Piano Co.	R. A. Burke	
Straus Brothers Co., The	H. Smith	Auspitz, Lee & Harvey
Straus & Co., S. W.	Frank Thayer	Chas. F. W. Nichols Co.
Straus & Co., Robt. S.	Miss J. H. Lasry	Doremus Co.
Stromberg Motor Devices Co.	W. L. O'Neil	Conover Mooney
Sulzer & Co., Carl		W. E. Long Co.
Sunbeam Chemical Co. (see Rit)		
Swedish Produce Co.	W. G. Gradle	J. W. Davis Co.
Swift & Co.	A. F. Miller (Fertilizer); Geo. R. Cain	J. Walter Thompson Co.
Tartaroff Co.	C. C. Foster	Ruthrauff & Ryan

(Continued on page 232)

ANNOUNCEMENT

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IMPORTANT BUYERS OF DAILY NEWSPAPER SPACE

(Continued from page 231)

Advertiser	In charge of Advertising	Agency
Taylor, Burpee, C.	B. C. Taylor	Brandt Adv. Co.
Tentobed Co.	R. S. Saunders	Porter-Eastman-Byrne
Thomas, Ltd.	C. R. Swinehart	
Thompson, John R., Co.	H. M. Henrikson	Mitchell-Faust Co.
Tildesley & Co.	C. G. Settergun	Mason Warner Co.
Tobey Polish Co. (see Geneva, N. Y.)		Erwin, Wasey & Co.
Trico, Inc.	Norman Ventriss	John H. Dunham Co.
Troco Co.	E. C. Walraven	Lord & Thomas and Logan
Unger, Madeline		L. E. Bowers Co.
Universal Battery Co.	R. D. Mowry	Aubrey & Moore
Universal Gypsum Co.	H. Jeffries	
U. & J. Carburetor Co.		
Union Pacific R. R.		H. E. Lesan Co.
United Remedies, Inc.	E. C. Luedtke	Edw. H. Weiss Co.
U. S. Gypsum Co.	C. O. Powell	Erwin, Wasey & Co.
Utility Securities Co.	Paul A. Jenkins	McJunkin Adv. Co.
Van Engers, Inc.	Louis Van Engers	Williams & Cunnyngham
Van Ess Laboratories		Lord & Thomas and Logan
Vaughan Seed Store	I. H. Burdette	Chas. H. Touzalin Agy.
Victor Adding Machine Co.	A. W. Hitchcock	Maurice H. Needham Co.
Viscosity Oil Co.	L. D. Grier	Roche Adv. Co.
Vortex Mfg. Co.	W. J. Hamlin	Quinlan Adv. Co.
Waage Electric Co.	Ed. Florence	Direct
Wadsworth-Howland Co. (see Jewell Paint Co.)		
Wahl Co., The	J. L. Johnson	Erwin, Wasey & Co.
Wallace Institute	P. T. Weinstein	Thos. M. Bowers Co.
Wander Co., The	Thos. J. Wild	Blackett-Sample-Hummert, Inc.
Ward's Products Co., Inc.		Ferry-Hanly Co.
Warner Patterson Lens Co.	J. H. Cattell	P. P. Willis, Inc.
Washington Candies Co., Martha	C. L. Makelim	Direct
Webb Co., Thos. J.	Thos. J. Webb	D. T. Campbell, Inc.
Weil-McLain Co.	Martin Weil	Henri, Hurst & McDonald
West Indies Fruit Importing Co.	Miss M. C. Aszman	Lord & Thomas and Logan
Western Co.	D. G. Chatard	Mitchell Faust Adv. Co.
Western Fruit Jobbers Assn. of America	C. N. Palmer	Mitchell Faust Adv. Co.
Western Laboratories	F. T. Gordon	Ankrum Adv. Agency
Western Shade Cloth Co.	G. M. Jackson	Walter E. Hardy Co.
Whole Grain Wheat Co.	C. H. Woodward	Direct
Williams Co.	T. L. Williams	Kirtland-Engel Co.
Williamson Candy Co.	G. C. Haislip	John H. Dunham Co.
Wilsey & Co., R. E.	Raymond Aldred	Albert Frank & Co.
Wilson-Western Sporting Goods Co., The	Lawrence B. Icely (Pres.)	Wm. H. Rankin Co. Picard Bradner & Brown, Inc.
Wilson & Co.	Jack Thomas	Wm. H. Rankin Co. McQuinn & Beach
Wilson Chemical Co.	J. H. Wilson	John H. Dunham Co.
Windsor Furniture Co.	J. W. Lyons	Kling-Gibson Co.
Witter-Water Co.	L. A. Listing	Matteson-Fogarty-Jordan Co.
Wolff Mfg. Co.	A. J. Sitz	Direct
Woodward & Cochey Mfg. Co.	Lester B. Strout	Phil Gordon Co.
Wright Co., A. E. (see Kraft)		
Wrigley, Jr., Co., Wm.		Stewart-Davis Adv. Agcy.
Wrisley Co., Allen B.	W. B. Oleson	Potts-Turnbull Co.
Yellow Truck & Coach Mfg. Co.	C. S. Pavey	Mitchell-Faust Adv. Co.

CLINTON

Mentho-Kreoamo Co.	E. J. Haywood	Nelson Chesman & Co.

DECATUR

Mueller Mfg. Co., H.	C. N. Wagenseller	Schimpff-Miller Co.
Staley Mfg. Co., A. E. (Starch)	E. K. Sheiter	George Batten Corp.

DE KALB

Apollo Piano Co.	M. H. Mackey	Harry Atkinson, Inc.
Wurlitzer Piano Co.	P. E. Mason	Sweeney & James

DIXON

Reynolds Wire Co.	John G. Ralston	Critchfield & Co.

DWIGHT

Keeley Institute	Martin Larson	Fred A. Robbins, Inc.

EAST ST. LOUIS

American Asphalt Roof Co.	Jas. R. Reese	J. O. Young Adv. Co.
Corno Mills (see Three-Minute Cereals, Cedar Rapids, Ia.)		
Dixie Mills Co.	R. P. Ferguson	Harrison-Rippey Adv. Co.

ELGIN

Elgin Stove & Oven Co.	H. G. Knuth	C. J. Ollendorf Co.
Pearsall Butter Co., B. S.	A. P. Herold	Direct

EVANSTON

Flossy Dental Co.	Dr. W. M. Muchow	Shuman-Haws Adv. Co.
Toy Tinkers	A. J. Liecke	Nelson Co.

FREEPORT

Stover Mfg. & Engine Co.	Lee Madden	Burnett-Kuhn Co.
Stover Steel Tank & Mfg. Co. (Water Softener)		Rogers & Smith

JOLIET

Chicago & Joliet Elec. Ry. Co.	Roy Gillan	Direct
Joliet Macaroni Co.	B. S. Scotland	Wm. H. Rankin Co., Inc.

KEWANEE

Kewanee Boiler Co. (American Radiator Co., N. Y.)		

LA GRANGE

Aluminum Products Co.	N. F. Murray	Thos. M. Bowers Co.

LA SALLE

Laundry Owners Nat'l Assn.	Wm. E. Fitch	Millis Adv. Co.
Western Clock Co.	L. B. Richards	Williams & Cunnyngham, Inc.

LAWRENCEVILLE

Indian Refining Co.	H. C. Grimsley	Erwin, Wasey & Co.

LEMONT

Illinois Pure Aluminum Co.	Geo. S. Walker	Chas. H. Touzalin Co.

MARENGO

Metalglas Mfg. Co.	E. D. Patrick	Porter-Eastman-Byrne Co.

MOLINE

C-it Prods. Corp. (see Moline Chem. Co.)		
Moline Chem. Co.	O. H. Schroeder	Direct
Nelson, Herman, Corp.	G. O. Smith	Rankin Adv. Co.
Velie Motor Corp.	M. H. Romig	Van Allen Co.

MONMOUTH

Ill. Bankers Life Assn.	A. W. Barnes	McJunkin Adv. Co.

MORRISON

Illinois Refrig. Co.	Arthur T. Freer	R. E. Sandmeyer Co.

MT. CARMEL

Denton Co., H. B.	H. B. Denton	Nelson Chesman & Co.

NAPERVILLE

Kroehler Mfg. Co. (see Chicago, Ill.)		

PEORIA

Allaire Woodward Co.	F. T. Meeker	Schimpf-Miller Co.
Altorfer Bros. Co. ("ABC" Electric Washers)	J. J. Keith	Mace Adv. Agcy.
Bosch Food Products Co.	E. R. Thompson	Schimpf-Miller Co.
Haag Bros. Co.		Austin F. Bement Co.
Lewis Cigar Co., Frank P.	H. J. Neumiller	Mace Adv. Co.
Oakford & Fahenstock	G. H. Bradley	Edw. L. Sedgwick Co.
Roszell Candy Co., J. D.	Howard Martin	Critchfield & Co.

QUINCY

Monroe Drug Co. (Putnam's)	L. P. Bonfoey	D'Arcy Adv. Co.
Moorman Mfg. Co.		Wade Adv. Agcy.
Quincy Stove Co.	A. H. Stork	Direct
Sheer Co., H. M.	H. A. Snow	Wade Adv. Agcy.

ROCKFORD

Burson Knitting Co.	P. C. Dawson	Western Adv. Agcy.
Fyrac Mfg. Co. (see National Lock Co.)		
Hadlorf Piano Co.	P. E. Mason	McJunkin Adv. Co.
National Lock Co. (Fyrac)	C. E. Rowley	McJunkin Adv. Co.
Sundstrand Engine Co.	J. A. Thorson	Western Adv. Agcy.
Sundstrand Adding Machine Co., (Elliott Fisher Co., N. Y.)		

ROCK ISLAND

Rock Island Brew. Co.		Willis A. Weld
Servus Rubber Co.	M. D. Ettla	Direct

SHELBYVILLE

Sta-rite Hair Pin Co.	Geo. C. Bollinger	Conover-Mooney Co.

SPRINGFIELD

Reisch Brew'g Co.	Geo. Kelting	Collins Kirk, Inc.

STERLING

Wynn Products Co.	Miss L. M. Stevens	Porter-Eastman-Byrne Co.

WAUKEGAN

Cyclone Fence Co.		Olson & Enzinger Co.

WOODSTOCK

Holmes Disappearing Bed Co.	R. J. Ellsworth	Geo. F. McKiernan Co.

INDIANA

ANDERSON

Delco-Remy Corp.	F. Childers	Campbell-Ewald Co.
Remy Electric Co. (see Delco-Remy Co.)		

ANDREWS

Wasmuth Endicott Co.	D. W. Thornburgh	Wm. H. Rankin Co.

(Continued on page 234)

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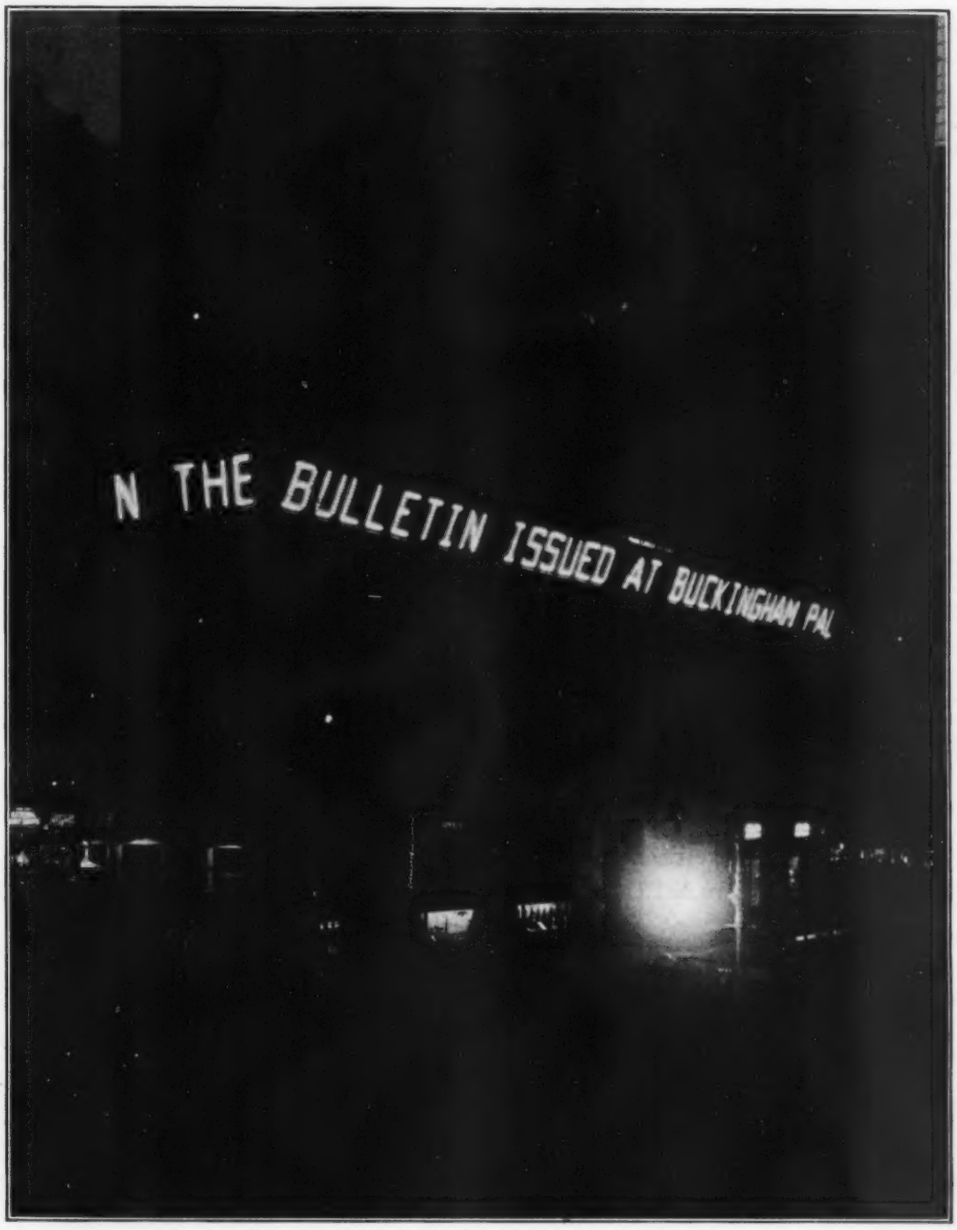

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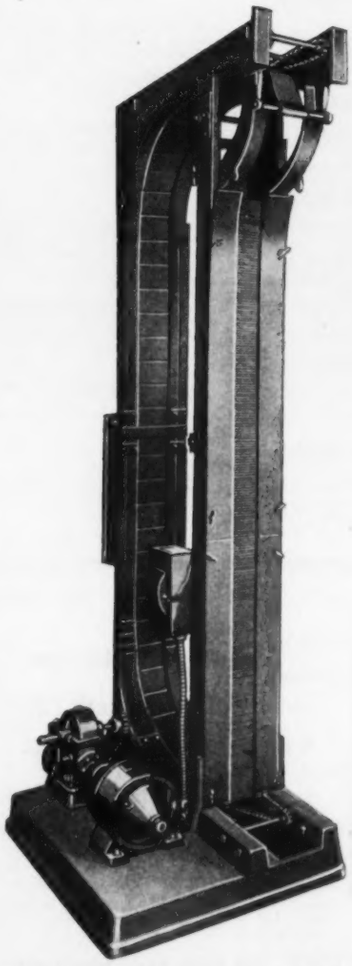

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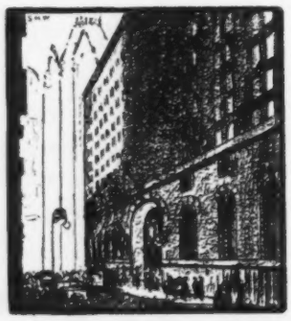
1457 BROADWAY, NEW YORK

IMPORTANT BUYERS OF DAILY NEWSPAPER SPACE

(Continued from page 232)

Advertiser	In charge of Advertising	Agency
AUBURN		
Auburn Automobile Co.	H. G. Hersh, N. E. McDarby	P. P. Willis, Inc.
Auburn Rubber Co.	C. E. Ibrie	H. E. Lesan Adv. Agcy.
BLOOMINGTON		
Showers Bros. Co.	R. G. Norman	R. E. Sandmeyer Co.
Vermilya Med. Co.	E. J. Porter	Culbertson Adv. Agcy.
COLUMBIA CITY		
Oriental Show-you Co.	Shinzo Ohki	E. D. Wolaver Co.
COLUMBUS		
Union Starch & Refining Co.	John Thompson	Direct
ELKHART		
Elkhart Carriage & Motor Car Co.		McJunkin Adv. Co.
Grand Dispensary Co.	C. F. Miles	Grand Agency
Miles Medical Co., Dr.	H. S. Thompson	Wade Adv. Agcy.
EVANSVILLE		
Fendrich, Inc., H.	John H. Fendrich (Pres.)	Homer McKee Co.
		Thos. E. Basham Co.
Iglehart Bros., Inc. (Postum Co.)		Young & Rubicam, Inc.
Mendenhall Medicine Co., J. C.	J. C. Mendenhall	Owl Adv. Agency
FORT WAYNE		
Berghoff Products Co.	M. C. Norton	Russel M. Seeds Co.
Bowser, S. F., & Co.	L. E. Porter	Irvin F. Paschall, Inc.
Ft. Wayne Eng. & Mfg. Co.		Bonsib, Inc.
Hutzell, J. C. (Ovelmo)	J. C. Hutzell	Ross Adv. Co.
Kloria Co. (See Pinex Co.)	L. G. Noll	Russel M. Seeds Co.
Nu-Sope Co.	C. Uhler	Ross Adv. Co.
Ovelmo Co.	J. C. Hutzell	Ross Adv. Co.
Pinex Co.	L. G. Noll	Russel M. Seeds Co.
Perfection Biscuit Co.	T. C. Dodane	Ross Adv. Co.
Perfect & Co., A. H.		E. P. Remington Co.
Petroleum Eng. Univ. Corres. Sch.	L. G. Noll	Russel M. Seeds Co.
Rub-No-More Co. (see Procter & Gamble Co.)		
Sweet Plus, Inc.	R. G. Elwell, P. L. Iddings	Ross Adv. Co.
Wayne Co.	P. L. Iddings	Cramer-Krasselt Co.
Wayne Paper Goods Co.	C. C. Miller	Brandt Adv. Co.
FRANKFORT		
McDougall Co.	J. G. Kraemer	Williams & Cunnyngham
Smith, N. N. Co. (Bankable Cigars)	N. N. Smith	Direct
FRENCH LICK SPRINGS		
French Lick Springs Hotel Co.	C. D. Taggart, Jr.	McJunkin Adv. Co.
GARY		
Schleicher, Inc.	Edw. Schleicher	Roche Adv. Co.
INDIANAPOLIS		
Acme-Evans Co.	M. D. Levy	Blaine-Thompson Co.
Boncilla Laboratories, Inc.	Geo. A. Pennock	The Quinlan Co.
Bowes Sealfast Corp.	R. M. Bowes	Homer McKee Co.
Burrell-Dugger Co.	A. C. Burrell	Russel M. Seeds Co.
Callane & Sons, W. E.	W. E. Callane	Caldwell Baker Adv. Co.
Everitt's Seed Store	J. A. Everitt	
Fishback Co.	Frank C. Fishback	Procter & Collier
Fugate Co.	L. P. Highley	Homer McKee Co.
Hassler, Inc., Robt. H.	J. E. Casey	J. Walter Thompson Co.
Holcomb & Hoke Mfg. Co.	Thos. M. Close	Richardson Briggs
Hoosier Remedy Co., Inc.	F. C. Hazelrigg	Russel M. Seeds Co.
House of Crane, The (Cigars)	W. L. Winning	Homer McKee Co.
Iceland Medicine Co.		Russel M. Seeds Co.
Indiana Condensed Milk Co.	W. T. Wilson	Sidener-Van Riper & Keeling, Inc.
Indiana Port. Cement Co. (subsid. Int'l Port. Cement Co., N. Y. City)		Cowan Dempsey & Dengler
International Apple Trade Assn.	Paul C. Stark	Millis Adv. Co.
Kahn Tailoring Co.		N. W. Ayer & Son
Kiefer Stewart Co.	G. B. Moxley	Direct
Kingan & Co.	Chester T. Gough	Direct
Marmon Motor Car Co.	E. R. Parker (Gen. Sales Mgr.)	The Homer McKee Co.
Nacor Mfg. Co.	M. L. Haymann	Russel M. Seeds Co.
Prestolite Co.	E. H. Matthews	Batten, B. D. & O.
Real Silk Hosiery Mills	Lowell H. Stormont	J. Walter Thompson Co.
Schuiling Rupture Inst.	C. R. McDowell	Ridge Adv. Agency
Sinok Co.	Max Kennedy	Carl Switzer Co.
Standard Nut Margarine Co.	F. W. Abke	Homer McKee Co.
Stutz Motor Car Co.	P. V. Fitzgibbon (Pub. Mgr.), E. R. Parker (Gen. Sales Mgr.)	Glen Buck Co.
Van Camp Products Co.	Albert Fessler, L. C. Nedlinger, asst.	W. D. McAdams
Western Oil Refining Co.	L. S. French	The Homer McKee Co.
KOKOMO		
Byrne, Kingston & Co.	Paul Burke	Lynch & Wilson
Globe Stove & Range Co.	Chas. Curlee	
Kokomo Rubber Co.		Lynch & Wilson
LA PORTE		
Bastian-Morley Co. (Crane Heater)	H. T. Enns	Chas. Daniel Frey Co.
Great Western Mfg. Co.	E. J. Lonn	Bailey-Walker-Tuttle
LAWRENCEBURG		
Lawrenceburg Roller Mills Co.	Geo. Phillips	Porter-Eastman-Byrne Co.
MARION		
Indiana Truck Corp.	E. A. Kightlinger	Lamport-McDonald Co.
U. S. Electric Corp.	O. R. Westfall	Bailey-Walker-Tuttle
MISHAWAKA		
Mishawaka Rubber Mfg. Co.		Batten, B. D. & O.
MUNCIE		
Aladdin Mfg. Co.	P. M. Koons	Edw. H. Weiss Co.
Ball Bros. Mfg. Co.	F. E. Burt	Direct
NAPPANEE		
Coppes Bros. & Zook	Frank Coppes (Pres.)	Lamport-McDonald Co.
NEW CASTLE		
Hoosier Mfg. Co.	E. E. Jones	McQuinn & Beach
RICHMOND		
Davis Motor Co., Geo. W.	Walter C. Davis	Direct
Starr Piano Co.	R. C. Ball	Lynch & Wilson, Inc.
SOUTH BEND		
O'Brien Varnish Co.	P. L. Swisher	
Odell Rubber Co.	G. W. Odell	
Oliver Chilled Plow Co.		McKinney, Marsh & Cushing
South Bend Watch Co.		Burnett Kuhn Adv. Co.
Studebaker Corp. of America	M. F. Rigby, J. N. Cleary, G. V. Dustman	Roche Adv. Co.
Summers Med. Co.	Mrs. H. Summers	DeLeury Reeder Co.
TERRE HAUTE		
Hulman & Co.		Direct
Indiana Coke & Gas Co.	Leon Stern	C. L. Doughty Co.
Milks Emulsion Co.	J. E. Milks	Russel M. Seeds Co.
Owl Chemical Co.		Gundlach Adv. Co.
IOWA		
BURLINGTON		
Blaul's Sons Co., John	Mark Blaul	Critchfield & Co.
Burlington Basket Co.	H. L. Trimble	Shimpff-Miller Co.
Iowa Biscuit Co.	W. A. Baum	Bloodhart-Soat Co.
Iowa Soap Co.	H. D. Banta	Direct
CEDAR RAPIDS		
Ideal Food Prods. Co.		W. B. Finney Adv. Co.
Three Minute Cereal Co.	H. M. Ford	D'Arcy Adv. Co.
Vec Products Co.	S. A. Slauson	Direct
CLARINDA		
Olive Co.	J. F. Thomas	Hawkeye Adv. Co.
CLINTON		
Arzen Laboratories	Peter Matzen	Nelson-Chesman & Co.
COUNCIL BLUFFS		
Dwarfies Corp.	R. D. Savage	Bozell & Jacobs
Woodward & Co., John G.	C. H. Woodward	Potts-Turnbull Co.
DAVENPORT		
Coffee, Dr. W. O.	H. H. Coffee	H. W. Kastor & Sons Co.
Crescent Macaroni & Cracker Co.	Oswald Schmidt	Louis G. DeArmand Co.
Gordon-Van Tine Co.	W. A. Wilkinson	Mitchell-Faust Adv. Co.
Halligan Coffee Co.	Robt. Wallace	Direct
Jacobsen Cigar Co., P. N.		R. A. Moritz Co.
Ucanco Candy Co.		Willis A. Weld Co.
Voss Bros. Mfg. Co.	E. F. Voss	Direct
DECORAH		
Meritol Co.	H. B. Winter	Direct
DES MOINES		
Air-Stop Mfg. Co.	C. H. Geppert	Ruthrauff & Ryan
Apex Chemical Co.	R. H. Cary	Coolidge Adv. Co.
Armand Co.	Carl Weeks	N. W. Ayer & Son
Chamberlain Medicine Co.	Jno. W. McPherrin	Coolidge Adv. Co.
Chartex Co.		Shephard Adv. Co.
Fitch Co., F. W.	Jule Gordon	Rutkrauff & Ryan
Green Foundry & Furnace Co.	Shirley Percival	Blackett-Sample-Hummert, Inc.
H & H Cleaner Co.	Geo. W. Lipe	Coolidge Adv. Co.
Hoover, Pharmacist, Geo. D.	Geo. D. Hoover	Direct
Paris-American Co.		Shaffer-Brennan
Rollins Hosiery Mills	A. W. Little	D'Arcy Adv. Co.
Tones Co. (Coffee & Spice)		Shepard Adv. Co.
Waterbury Chem. Co.		Guenther Comer Co., Ferry Hanly Co.
Weeks & Co., D.	Carl Weeks	Fairall Co.
DUBUQUE		
Beach & Sons, James	C. B. Beach	Brandt Adv. Co.
Glover Co., H. B.	A. H. Graves	Mitchell-Faust Adv. Co.
Jackson Co. (Jaxon)	R. V. McKay	Critchfield & Co.

(Continued on page 235)



Investigate the record of Kenneth S. Van Strum's daily financial feature. It speaks for itself.

Financial Press Service, 730 Fifth Ave., New York

IMPORTANT BUYERS OF DAILY NEWSPAPER SPACE

(Continued from page 234)

Advertiser	In charge of Advertising	Agency
FORT MADISON		
Sheaffer Pen Co., W. A.	Carl K. Hart, C. L. Davis	Glen Buck Adv. Co.
GRINNELL		
Grinnell Washing Machine Co.	D. M. Cox	Jos. Batt Co.
KEOKUK		
Purity Oats Co.		Williams & Cunnyngham, Inc.
MARSHALLTOWN		
Marshall Canning Co. (see Western Grocers Co.)		
Marshall Oil Co.	Thos. Stott	Direct
Western Grocers Co.	J. S. Johnson	Edwin, Wasey & Co.
MASON CITY		
Decker & Sons, Jacob E.	G. H. Harper	Sehl. Adv. Agcy., Critchfield & Co.
NEWTON		
Automatic Elec. Washer Co.	F. B. Lawer	Rogers & Smith Co.
Maytag Co.	L. B. Maytag, Roy A. Bradt	Cramer Krasselt Co.
One Minute Washer Co.	C. Bassett	Weston-Barnett, Inc.
SIOUX CITY		
American Popcorn Co.	Howard C. Smith	Coolidge Adv. Co.
Moore Grocer Co., O. J.	C. O. Goodnow	Potts-Turnbull Co.
Mystic Milling Co.		Franklin Adv. Agcy.
Palmer Candy Co.	E. C. Palmer	Weston-Barnett, Inc.
Robb-Ross Co.	Ross Grange, R. Countermine	N. W. Ayer & Son
Sioux Candy Co.	Wm. G. Schroer	Bloodhart-Soat Co.
Tolerton & Warfield	Roy Parker	Critchfield & Co.
WATERLOO		
Greater Waterloo Assn.	C. A. Hanson	Weston-Barnett, Inc.
Hawkeye Oil Co., The	W. C. Wurster	Weston-Barnett, Inc.
Herrick Refrigerator Co.		Benson-Gamble-Johnson-Read Co.
Rath Packing Co.	R. A. Rath	Direct
KANSAS		
ELDORADO		
Skelly Oil Co.	G. R. Elliott	Ferry Hanly Adv. Co.
FT. SCOTT		
Ft. Scott Sorghum Syrup Co.	B. Orde	Direct
GIRARD		
Haldeman-Julius Co., E.	E. Haldeman-Julius	Harrison-Rippey Adv. Co.
Mills Chemical Co.	L. A. Warren	Direct, Turner-Wagner Co.
HUTCHINSON		
Barton Salt Co.	E. L. Cooper	Ferry Hanly Co.
Carey Salt Co.	R. G. Streeter	Potts-Turnbull Co.
Larabee Flour Mills (see Kansas City, Mo.)		
KANSAS CITY		
Nutrena Feed Mills, Inc.	T. S. Mann	M. C. Taylor Co.
Peet Bros. Mfg. Co. (see Colgate, etc.)		
LAWRENCE		
Bowersock Mills & Power Co.	R. C. Jackman	Benson, Gamble, Johnson & Read
Jenny Wren Co. (see Bowersock)		W. B. Finney Co., Ferry-Hanly Co.
ROSEDALE		
Leavengood Drug Co., C.	Clyde Leavengood	W. B. Finney Co.
ST. MARY		
Lane, Dr. D. J.	Dr. D. J. Lane	Loomis-Petts Co.
WICHITA		
Coleman Lamp Co.	Karl E. Kilby	Potts-Turnbull Co.
KENTUCKY		
COVINGTON		
Chernoff Beauty Prods. (see Kenton Pharm. Co.)		
Kenton Pharmacal Co.	Dr. Parke Gilmore	Prather-Allen-Heaton
Sek Reliance Co.	B. H. Blanton	Direct
LEXINGTON		
Andes Med. Co. (see Int'l. Prods. Co.)		
International Prods. Co.	Dr. A. G. Payne	Blaine-Thompson Co.
LOUISVILLE		
Axton Fisher Tobacco Co.		Ray D. Lillibridge, Inc., Vanderhoof & Co.
Ballard & Ballard Co.	G. M. Lewis	Thos. E. Basham Co.
Crump Laboratories	F. M. Crump	Nelson Chesman & Co.
Englehard & Sons, A.	E. Englehard	Thos. E. Basham Co.
Hirsch Bros. & Co.	L. M. McKercher	Elmer H. Doe Adv. Agcy.
Hoffman Heater Co.	O. P. Simler	Conover Mooney Co.
Kentucky Rock Asphalt Co.		C. N. Mullican Co.
Kosmos Portland Cement Co.		Chambers Adv. Co.
Louisville Bedding Co.	David Gray, Jr.	Chambers Adv. Co.
Louisville Cement Co.	E. D. Hill	Elmer H. Doe Adv. Agcy.

(Continued on page 236)

Have you prepared to go after your share of Indiana's 1929 increased business? Have you placed Indiana's daily newspapers on your preferred list? Are you getting after this compact unified market of rich consumers who will have more money to spend this year than ever.

Surveys and forecasts by industrial leaders, bankers, and economists recently made, place Indiana high up among the States that will continue to enjoy great prosperity for 1929.

Plan for your share. Keep your product constantly before Indiana's consumers. Advertise it in the Indiana daily newspapers listed below.

	Circulation	Rate for 5,000 lines
*Columbus Republican (E)	4,963	.03
*Fort Wayne Journal-Gazette (M)	42,024	.09
*Fort Wayne Journal-Gazette (S)	30,779	.09
*Fort Wayne News-Sentinel (E)	45,874	.12
*Gary Post-Tribune (E)	18,435	.07
†Indianapolis News (E)	135,246	.25
†Indianapolis Star (M)	110,798	.20
†Indianapolis Star (S)	146,580	.27
**Lafayette Journal & Courier (M) 8,482 (E) 14,664	23,146	.07
†La Porte Herald-Argus (E)	6,855	.04
**Marion Leader Times (M&S)	9,178	.04
*Muncie Star (M)	24,890	.08
*Muncie Star (S)	16,265	.08
††Shelbyville Democrat (E)	4,143	.025
*South Bend News-Times (E)	27,452	.08
*South Bend News-Times (S)	25,844	.08
*South Bend Tribune (S) 25,179 (E)	26,620	.07
*Terre Haute Tribune (E&S)	23,430	.06
*Terre Haute Star (M)	27,494	.07
*Terre Haute Star (S)	27,274	.07

* A. B. C. Publishers' Statement, October 1, 1928.
** A. B. C. Publishers' Statement, March 31, 1928.
† Government Statement, October 1, 1928.
†† Government Statement, March 31, 1928.

IMPORTANT BUYERS OF DAILY NEWSPAPER SPACE

(Continued from page 235)

Advertiser	In charge of Advertising	Agency
LOUISVILLE—Continued		
Louisville Chamber of Commerce	Mr. Kerr	Elmer H. Doe Co.
Louisville Industrial Foundation		Elmer H. Doe Co.
Louisville & Nashville R. R.		Chambers Agcy.
Louisville Provision Co.		Direct
Peaslee-Gaulbert Co.	B. A. Fuesglein	Williams & Cunnyngham
Peters & Co. (Wintersmith's Chill Tonic)	R. A. Peter	Chambers Adv. Agcy.
Standard Oil Co. (Ky.)	G. H. Stansbury	H. K. McCann Co.
Swann Abram Hat Co.	Jno. Venhoff	C. N. Mullican Co.
Von Allmen Preserving Co., C.	Adeline L. Lauer	Direct
Wilson Ear Drum Co.	Geo. H. Wilson	Chas. H. Touzalin Adv. Agcy.
Wintersmith Chem. Co. (see Peters & Co.)		
LOUISIANA		
ABBEVILLE		
Louisiana State Rice Milling Co.	T. B. Moody	Fitzgerald Adv. Co.
NEW ORLEANS		
American Coffee Co.	R. D. Brown	Fitzgerald Adv. Co.
Associated Rice Millers of America	N. C. Ivy	
Canal Bank & Trust Co.	H. B. Caplan	Bauerlein, Inc.
Cloverland Dairy Prods.		
Dicks, F. A., & Co.	F. A. Dicks	Reese Adv. Agcy.
Dunbar Molasses & Syrup Co. (see Penick & Ford)		
Dunbar-Dukate Co.	Jas. V. Dunbar	Reese Adv. Agcy.
Elmer Candy Co.	O. R. Elmer	Reese Adv. Agcy.
Flinn, Dr. J. A.		Reese Adv. Agcy.
Jackson Brew. Co.	H. C. Spence	Direct
Johnson-Mackie Co.	C. C. Johnson (Pres.)	Reese Adv. Agcy.
Jung & Wulff Co.		Reese Adv. Agcy.
Louisiana Red Cypress Bureau	J. F. Wigginton	Crosby-Chicago, Inc.
Lorraine Mfg. Co.		Bauerlin
Myles Salt Co.		The Chambers Adv. Agcy., Inc.
National Fruit Flavor Co.	H. R. McBride	Gottschaldt-Humphrey, Inc.
New Orleans Assn. of Com.	Wilson A. Callender	The Chambers Adv. Agcy., Inc.
New Orleans Coffee Co.	E. M. Becker	The Chambers Adv. Agcy., Inc.
Penick & Ford		J. Walter Thompson Co.
Reilly & Co., Inc., Wm. B.	Geo. Groves	Reese Adv. Agcy.
Southern Cypress Mfg. Assn.	G. E. Watson (Sec.)	Crosby-Chicago, Inc.
Southern Cotton Oil Co.	T. W. Tamke	Calkins & Holden
Southern Pine Assn.	A. R. Israel	Ferry-Hanly Adv. Co.
Southern Water Heater Co.		Reese Adv. Agcy.
Squeeze-Ezy Mop Co.	Mr. Jumonville	Reese Adv. Agcy.
Standard Fruit & S. S. Co.	F. G. Prat	Fitzgerald Adv. Agcy.
Standard Oil Co. (La.)	T. H. Taylor	Chambers Adv. Agcy.
Tichenor Antiseptic Co., Dr. G. H.	T. A. Lipscomb	Fitzgerald Adv. Co.
SHREVEPORT		
Shreveport Prod. & Ref. Co. (Sparko Gas and Oil)		Fitzgerald Adv. Agcy.
MICHIGAN		
ALBION		
Brant Co., J. W.	R. W. Baldwin	H. W. Kastor & Sons Co.
ADRIAN		
Whitmarsh Laboratories	P. J. Mueir	Direct
ALMA		
Republic Truck Sales Corp.	E. E. Sieg, W. P. Hanson	Wm. H. Rankin Co.
BATTLE CREEK		
A. B. Stove Co.	F. M. Fluke	Cramer-Krasselt Co.
American Vienna Excema Co.		H. W. Kastor & Sons Co.
Battle Creek Food Co., The (Zoe)	Holt Hollinger	Harry C. Phibbs Co.
Battle Creek Sanitarium	M. W. Wentworth	Rose-Martin, Inc.
Kellogg, F. J., Co.	Mrs. Mary Warner	H. W. Kastor & Sons Co.
Palmo Lab.		H. D. Powers Co.
Sanborn Lab.		H. W. Kastor & Sons Co.
Kellogg Co.	E. J. Freeman	N. W. Ayer & Son
Scientific Mfg. Co.	M. W. Wentworth	Wm. H. Rankin Co.
W. T. B. Laboratories	Dr. W. T. Bobo	H. W. Kastor & Sons Co.
BAY CITY		
Aladdin Co.	O. E. Sovereign	Fred M. Randall Co.
Lewis Mfg. Co.	G. W. Massnick	Campbell-Ewald Co.
BENTON HARBOR		
Dean Co., O. W.	O. W. Dean	Beringer & Meyers
CADILLAC		
Acme Motor Truck Co.	Jno. P. Wilcox	Direct
COLDWATER		
Homer Furnace Co.	C. B. Strong	Direct
DETROIT		
Acme White Lead & Color Co.	A. J. Reiss	Henri, Hurst & McDonald
American Electrical Heater Co.	W. A. Baker	Baker-Robinson Co.
American Lady Corset Co.	Geo. L. Domine	The Biow Co.
Bear & Co., G. C.	J. R. Brann	
Berry Brothers, Inc.	C. L. Forgey	Geo. M. Savage Co.
Burroughs Adding Machine Co.	W. C. Sproull	Campbell-Ewald Co.
Cadillac Motor Car Co.	D. R. Erwin	McManus, Inc.
Caille Perfection Motors Co.	Allen S. Hyde	
Carhartt Overall Co.	Lee Fleming	
Chamberlain Metal Weather Strip Co.	J. P. Glaser	Fechheimer Frank & Spedden Co.
Chevrolet Motor Car Co.	J. E. Grimm, Jr.	Campbell-Ewald Co.
Chrysler Motors Co.	W. J. Mattimore, Cliff Knoble	MacManus, Inc.
Continental Motors Corp.	H. R. Klein	Grace & Holliday
Commercial Milling Co.	F. R. Henkel	H. K. McCann Co.
De Soto Motors, Inc.	Karl H. Bronson	MacManus, Inc.
Detroit & Cleveland Navigation Co.	R. G. Stoddard	Campbell-Ewald Co.
Detroit Conservatory of Music	J. H. Bell (Sec.)	Direct
Detroit Soda Prods. (see Wyandotte)		
Detroit Steel Prods. Co.	A. T. Hugg	Fuller & Smith
Dionol Co.		Chambers Adv. Agcy.
Dodge Bros. Corp.	Sedley Brown	George Harrison Phelps, Inc.
Eureka Vacuum Cleaner Co.	C. E. Smock	Brooke, Smith & French, Inc.
Federal Bond & Mortgage Co.	Felix Mahler	Green-Fulton-Cunningham Co.
Federal Motor Truck Co.	C. D. McKim	Brooke, Smith & French, Inc.
Ferry & Co., D. M.	K. B. White	N. W. Ayer & Son
Ford Motor Co. (see Fordson, Mich.)		
General Motors Corp.	Verne Burnett	Various Agencies
DIVISIONS:		
Buick Motor Co., Flint, Mich.	A. B. Batterson	Campbell-Ewald Co.
Cadillac Motor Car Co., Detroit, Mich.	D. B. Erwin	McManus, Inc.
Chevrolet Sales Co., Detroit, Mich.	J. E. Grimm	Campbell-Ewald Co.
General Motors Acceptance Corp., New York, N. Y.		Batten, B. D. & O.
General Motors Corp.—Institutional, New York, N. Y.	Verne Burnett	Batten, B. D. & O.
General Motors Truck Co., Detroit, Mich.	Jno. M. Howard	Direct
Oakland Motor Car Co., Pontiac, Mich.	Art Wilson	Campbell-Ewald Co.
Olds Motor Works, Lansing, Mich.	R. M. W. Shaw	Campbell-Ewald Co.
Delco Light Co., Dayton, Ohio		Geyer Co.
Fisher Body Corp., Detroit, Mich.	H. J. Henderson	MacManus, Inc.
Frigidaire Corp., Dayton, Ohio		Geyer Co.
Remy Electric Co., Anderson, Ind.		Campbell-Ewald Co.
Yellow Taxicab & Coach Mfg. Co., Detroit, Mich.	H. C. Bradfield	Mitchell-Faust Adv. Co.
Graham-Paige Co.	G. W. Cushing	Brooke, Smith & French, Inc.
Great Lakes Tours		Fuller & Smith
Hemmeter Cigar Co.		Noyes & Bass
Herpicide Co.	F. H. Pepper (Sales Mgr.)	Morse Adv. Agcy., Conely, Kappas & Curtis
Hudson Motor Car Co.	Wm. A. James	C. C. Winningham Co.
Hupp Motor Car Co.	Fred Dickinson	Lennen & Mitchell
Ingra-n Co., F. F.	F. F. Ingram, Jr.	Dorland Adv. Co.
Iodent Chemical Co.	Dr. Lachman	Geo. Harrison Phelps, Inc.
Kleiner Mfg. Co. (Cigars)	Ralph Folz	Campbell-Ewald Co.
Knott & Garlluss		C. C. Winningham
La Choy Food Products, Inc.	W. J. Smith	Conely, Kappas & Curtis
La Salle Car (see Cadillac Motor Co.)		
Lincoln Motor Co. (see Ford)		N. W. Ayer & Son, Critchfield & Co.
Marmola (see Raladan Co.)		
Mazer Gressman Co.	H. Mazer	McManus-O'Regan Co.
Miracle Products Co.		Pratt-Moore Co.
Mulkey Salt Co.	Wm. Holmes	Holmes, Inc.
National Grocer Co.	B. B. Cushman	Whipple & Black
Northern Navigation Co., Ltd.	Miss K. L. Hansler	Campbell-Ewald Co.
Packard Motor Car Co.	F. H. McKinney	Austin F. Bement, Inc.
Pere Marquette R. R.	H. C. A. Maisonville	Kelly-Hoehn Adv. Co.
Raladan Co.	Agnes Hannon	Kling-Gibson Co.
Salorex Corp. (P. X.)		Kling-Gibson Co.
San Telmo Cigar Mfg. Co.	Max Fruhoff	Milton Alexander Co.
Schwartz Cigar Corp., Bernard	B. Schwartz	Harry Atkinson Co.
Spietz Cigar Co.		McManus-O'Regan Agcy.
Sprague Publishing Co.	E. P. Grierson	N. W. Ayer & Son
Standard Motor Truck Co.	R. E. Anderson	McManus-O'Regan Agcy.
Stearns Co., Frederick	J. H. Worden	Geo. Harrison Phelps
Stroh Products Co.	Mr. Koeski	Zimmer-Keller Co.
Swift Cigar Co.		McManus-O'Regan Agcy.
Templeton Co.	Major Templeton	Wm. H. Rankin Co.
Timken-Detroit Axle Co.	W. L. Love, H. Finney	Williams & Cunnyngham, Ir
Traub Mfg. Co. (Orange Blossom)	R. T. Abramson	Brooke, Smith & French
Ternstedt Mfg. Co.	J. H. McPhail	Wardle Adv. Agcy.
United States Radiator Corp.	C. B. Hammond	Chas. Daniel Frey, Inc.
Venor Co., James		Holmes, Inc.
Webster Cigar Co.	Ralph E. Folz	Campbell-Ewald Co.
DOWAGIAC		
Beckwith Co.	Jack R. Gardner	Critchfield & Co.
FLINT		
Buick Motor Co.	A. B. Batterson	Campbell-Ewald Co.
Champion Ignition Co. (A. C. Spark Plugs)	E. M. McGinnis	Erwin, Wasey & Co.
Marvel Carburetor	D. P. Maloney	John L. Wierengo & Staff
FORDSON		
Ford Motor Co.	F. L. Black, B. R. Donaldson	N. W. Ayer & Son
GRAND RAPIDS		
Alabastine Co.	J. L. Hamilton	C. F. W. Nichols Co.
Brook & Co., A. E.	J. Brook	Walter J. Peterson Co.
Brummelers, Wm., Sons Co.	J. R. Brummeler	Walter J. Peterson Co.
Corduroy Tire Co.	L. A. Spindle	H. & J. Stevens Co.
Hekman Biscuit Co.	John Hekman	Walter J. Peterson Co.
Michigan Tourist & Resort Assn.	Hugh Gray	McJunkin Adv. Co.
New Era Spg. & Spec. Co.	G. B. Daniels	Direct
Sem-Pray-Jo-Ve-Nay Co.	Miss Nora Husted	Shuman-Haws Adv. Co.

(Continued on page 237)

Building Circulation and Holding

Building circulation (and holding it) is the big factor in acquiring newspaper supremacy.

We have scores of successes to prove that our INSURANCE FEATURE meets both requirements in a dignified, business-like way that attracts reader acceptance and insures success.

Write or wire for full information without obligation

NEWSPAPER TO HAVE HM CO. TO HOLD CIRCULATION

HICKEY-MITCHELL CO.
BUILDS AND HOLDS CIRCULATION
U.S. Mgrs. NATIONAL CASUALTY CO. Detroit
Newspaper Department
PIERCE BLDG. ST. LOUIS, MO.

IMPORTANT BUYERS OF DAILY NEWSPAPER SPACE

(Continued from page 236)

Advertiser	In charge of Advertising	Agency
GRAND RAPIDS—Continued		
Tanglefoot Co.	E. J. Sternberg	Geo. M. Savage Adv. Co.
Togan-Stiles Co.	Walter Stiles	Walter J. Peterson Co.
Tunis Johnson Co. (Van Dam)		White Adv. Co.
United Light & Ry. Co.	J. L. Carey	Walter J. Peterson Co.
United Motor Prods. Co.		John L. Wierengo & Staff
HOLLAND		
Dunn Mfg. Co., W. E.		H. & J. Stevens Co.
Holland Maid Co.		Erwin, Wasey & Co.
Holland Rusk Co. (see Natl. Biscuit Co., New York)		
Holland Furnace Co.	A. W. Wrieden	Maxon Adv., Inc.
Home Furnace Co.	Jas. De Young	S. A. Paine Adv. Co.
Michigan Tea Rusk Co.		Walter J. Peterson Co.
Vac-A-Tap Co.	F. E. Bradfield	Erwin, Wasey & Co.
JACKSON		
Dyer, Frederick	C. A. Parrish	Beringer & Myers
Jackson Corset Co.	S. H. McGlish	Philip Pack Co.
Sparks Withington Co., The	V. A. Searles	Brooke, Smith & French, Inc.
Young, Dr. G. C.		Van Deusen & Carter
KALAMAZOO		
General Gas Light Co.		Critchfield & Co.
Humphrey Co.	F. A. Lemke	Williams & Cunnyngham, Inc.
Kalamazoo Stove Co.	A. L. Blakeslee	Green, Fulton, Cunningham
Rosemary Co.		McJunkin Adv. Co.
LANSING		
Auto Berth Co.	Jno. A. Lange	Direct
Chatterton & Sons (Food Prods.)		C. C. Winningham
Ideal Lawn Power Mower Co.	R. E. Olds	Buchen Adv. Co.
Motor Wheel Corp.	C. C. Carlton	
Olds Motor Works	R. M. Shaw	Campbell-Ewald Co.
Reo Motor Car Co.	H. T. DeHart, Clarence E. Eldridge (Gen. Sales Mgr.)	Direct
Wolverine Car (see Reo)		
MARSHALL		
Brooks Rupture Appliance Co.	H. C. Brooks	H. W. Kastor & Sons
Gauss Co., C. E.	C. E. Gauss	Kling-Gibson Co.
Marshall Furnace Co.		Turner-Wagner Co.
McWethy Co., F. L.	F. L. McWethy	Beringer & Meyer, Inc.
Page Co., Inc., E. R.	H. C. Brooks	H. W. Kastor & Sons Co.
Pyramid Drug Co.	W. F. Church	Collins-Kirk Co.
Stuart Co., F. A.	A. B. Osborne	Kling-Gibson Co.
MENOMINEE		
Lloyd Mfg. Co. (Heywood Wakefield Co., N. Y.)		Quinlan Adv. Co.
MT. CLEMENS		
Mt. Clemens Bus. Men's Assn.	C. W. Waring (Sec.)	Richard F. Reaume Co.
NORTHFIELD		
Solvite Co.		Kling-Gibson Co.
PONTIAC		
General Motors Truck Corp.	Jno. M. Howard	Direct
Oakland Motor Car Co.	Art. Wilson	Campbell-Ewald Co.
PORT HURON		
Women's Benefit Assn.		Richard F. Reaume Co.
STURGIS		
Royal Easy Chair Co.	E. D. Voorhes, C. E. Sullivan, M. L. Neely	The Miller Agency Co.
WYANDOTTE		
J. B. Ford Co.		N. W. Ayer & Son
MINNESOTA		
AUSTIN		
Hormel & Co., Geo. A.	E. N. Sturman	Carroll-Dean-Murphy Co.
CLOQUET		
Wood Conversion Co. (Weyerhauser) (See Mr. Berlin, Straus Bldg., Chicago)		Geo. L. Dyer Co., N. Y.
COLLEGEVILLE		
St. John's University	Rev. A. Sausen	Corning, Inc.
DULUTH		
Andreson-Ryan Coffee Co.	C. A. Peterson	Direct
Fitger Company (Silver Spray)	J. A. Lamb	Matteson-Fogarty-Jordan
Kelly-How-Thomson Co.	A. J. Prescott	Critchfield & Co.
Klearflax Linen Looms, Inc.	I. E. TenEyck, H. J. Lee	Direct
Marshall-Wells Hardware Co.	W. W. Rector	Williams & Cunnyngham, Inc.
Patrick & Co., F. A.	L. F. Jamar	Mattocks-McDonald Co.
Rex Co. (Soft Drink)		MacDonald Adv. Agcy.
Stone-Ordean-Wells Co.	R. A. Horr	Direct
LE SEUER		
Minnesota Valley Canning Co.		Gale & Pietsch, M. J. Baker Co.
MINNEAPOLIS		
American Barley Corp.		Holmes, Inc.
Atwood & Co.	Frank Teasdale	Critchfield & Co.
Baking Importing Co.	T. K. Baker	Dollenmayer Adv. Agcy.
Benetol Products	H. C. Carel	Direct
Burma-Vita Co.		Olmsted-Hewitt Co.
Civic Commerce Assn.	C. Arthur	Mitchell Adv. Agcy.
Clarke Co., J. R. (Rid-jid)		Mitchell Faust Co.
Collins Co., J. N.	J. H. Curtis	Direct
Commander Larabee Cereal Co.	Ward Goodlee	Mitchell-Faust Co.
Compo Board Co.	J. R. Neil	MacMartin Adv. Agcy.
Cream of Wheat Co.	Daniel F. Bull	J. Walter Thompson Co.
Creamette Co.	James Williams	Direct
Excelsior Baking Co.	C. Graham McGuire	Amesbury Adv. Co.
Federal School of Cartooning	J. J. Shea	Mitchell Adv. Agcy., MacMartin Adv. Agcy.
Ford & Co., Luther	G. H. Cleveland	Truman G. Brooks Adv. Serv.
Foshay Co., W. B.	Mrs. Nelson	Rooney, Soderlund & Rooney
Franklin Pen Co.		Frizzell Adv. Co.
Insulite (Backus Brooks Co.)	E. C. Hawley	Gale & Pietsch
Investors Syndicate		Rudolph Guenther-Russell Law, N. Y.
Kondon Mfg. Co.	T. N. Kenyon	Finley H. Greene Adv. Agcy.
Levin Bros. Furniture Co.	Isadore Levin	Franklin Adv. Agcy.
Mars, Inc. (Chicago)		
McLaughlin, Gormley King Co.	A. G. McLaughlin	Mitchell Adv. Agcy.
Minneapolis Bottling Co.		Franklin Adv. Agcy.
Minneapolis Brewery	Oscar Day	Amesbury Adv. Agcy.
Minneapolis Honeywell Co.	Geo. Benton, Wm. Sweatt	Olson & Enzinger, Inc.
Minneosta & Ontario Paper Co.	S. W. Backus	Fred M. Randall Co.
Munsingwear Corp. (Chicago)		
Nash Coffee Co.	L. R. Watrous	Mitchell Adv. Agcy.
Northwest Cons. Milling Co. (Ceresota Flour)		Addison Lewis & Asso's
Northrup King & Co.	H. F. Sewell	Jas. G. Herr Co.
North Star Woolen Mills		Federal Adv. Agcy.
Northwestern Hide & Fur Co.	J. C. Wade	
Pendergast Candy Co.		Direct
Pacific Northwest Growers Assn.		Mitchell Adv. Agcy.
Pillsbury Flour Mills Co.	H. H. Whiting, H. W. Files, Asst. Sales Mgr.	Dollenmayer Adv. Agcy.
Puffer-Hubbard Mfg. Co.	C. W. Hye (Secy.)	Kraff Adv. Agcy.
Purity Baking Co.		Jas. G. Herr Adv. Agcy.
Rea Brothers Co.	W. D. Rea	Dollenmayer Adv. Agcy.
Rid-jid Ironer (see J. R. Clark Co.)		
Russell-Miller Milling Co.	Ralph B. Campbell	Mitchell Adv. Agcy.
Saloris Chemical Co.	M. E. Harrison	W. WarrenAnderson Co.
Salisbury & Satterlee Co.	G. T. Irish	MacMartin Adv. Agcy.
Soo Line R. R.		Franklin Adv. Agcy.
Stevenson Co., T. W.	C. Fay Willard	Kraff Adv. Agcy.
Washburn Crosby Co.	S. C. Gale	Blackett-Sample-Hummert, Inc.
Waters-Genter Co.	H. D. Lennon	Blackett-Sample-Hummert, Inc.
Way Sagless Spring Co.	H. W. Way	Mitchell Adv. Agcy.
Zephyr Washed Air Co.	Ross Watson	Jordan Adv. Co.
NORTHFIELD		
Campbell Cereal Co.	J. S. Campbell	Corning Adv. Co.
Northfield Milk Products Co.	J. M. Quincher	Greve Adv. Agcy.
ROBBINSDALE		
Breezy Point Lodge	Roscoe Fawcett	Amesbury Adv. Agcy.
Fawcett Publications	Harvey Fawcett	Matteson, Fogarty & Jordan
SHAKOPEE		
Ries Co., Jacob (Golden Mist)		Frizzell Adv. Co.
ST. PAUL		
Ad-ler-ika Co.		St. Paul Adv. Co.
Allen-Qualley Co.	S. C. Combe	Brandt Adv. Co.
Allen J. P., Med.		St. Paul Adv. Co.
Bristol Med. Co.	W. Bristol	Frizzell Adv. Agcy.
Chester-Kent Co.		St. Paul Adv. Co.
Chicago, St. Paul, Minneap. & Omaha Ry.	R. F. Wendt	Greve Adv. Agcy.
Electrik Maid Bake Shops	A. L. Firestone	Chas. H. Touzalin Co.
Flaxlinum Insulating Co.	Ray H. Lueneburg	Freeze & Vogel, Inc.
Foot, Schulze & Co.	T. A. Schulze	Corning, Inc.
Frost & Co., W. A.	S. M. Shepard	
Goldman, Mary T.	B. T. Gale	Lord & Thomas and Logan
Gordon & Ferguson Co.	Oakley Stout	N. W. Ayer & Son
Gotzian & Co., C.	F. P. Keller	Direct
Great Northern R. R.	V. R. Mills	McJunkin Adv. Agcy.
Guiterman Bros.	F. L. Trautz	Greve Adv. Agcy.
Hagen-Becker Co. (Malt)	Wm. Krankenhagen	Dako Adv. Co., Frizzell Adv. Co.
Mamm Brew. Co., Theo.	W. Hamm	Critchfield & Co.
Harris & Sons Co., Wm.		Jas. G. Herr Co.
Ingersoll Redipoint Co. (Brown & Big)	C. Sumpmann, C. B. Hale	Williams & Cuunyngham, Inc.
Krank Mfg. Co., Alfred J.	A. F. Michel	Direct
Lanpher Skinner & Co.	Oakley Stout	Olson & Enzinger
Lavoptik Co.		Brainard Adv. Agcy.
Log Cabin Products Co. (see Postum Co.)		
Master Brew (see Hamm Brew. Co.)		
McKibben, Driscoll & Dorsey	J. McKibben	
Milton Dairy Co.	R. H. Milton	Direct
Minnesota Macaroni Co.	F. X. Mossbeuger	Corning, Inc.
National Lead Battery Co.	A. P. Wood	Critchfield Adv. Co.

(Continued on page 238)

MONCTON NEW BRUNSWICK CANADA

The Hub of The Maritimes. Centre of population of 1,000,000.

Best City of the East

THE DAILY TIMES

Circulation for 1929 – 5500

Moncton's oldest and best advertising medium with largest circulation of any Daily in this territory.

Include The Daily Times in your next schedule for best results.

IMPORTANT BUYERS OF DAILY NEWSPAPER SPACE

(Continued from page 237)

ST. PAUL—Continued

Advertiser	In charge of Advertising	Agency
Northern Pacific R. R.	L. L. Perrin	Stack Goble Adv. Co.
Northland Ski Mfg. Co.	M. O'Gorman	Franklin P. Shumway Co.
Noyes Bros. & Cutler, Inc.	A. H. Boylan	Greve Adv. Agcy.
Old Fashioned Millers	J. C. Enright	Greve Adv. Agcy.
O'Donnell Shoe Co.	H. J. Putnam	Greve Adv. Agcy.
Oxford Ginger Ale (see Hamm Brew Co.)		
Postum Co., Inc. (N. Y. C.)	Ralph Sarr Butler (Gen. Ad. Mgr.)	Young & Rubicam / Erwin, Wasey & Co. / J. Walter Thompson Co.
Ramer & Co., A. M.	G. H. Ramer	Corning, Inc.
Royal Lemon Soap Prod. Co.	W. A. Halverson	Critchfield & Co.
Sims-Malt-O Wheat Co.	E. L. Jenal	Direct
St. Paul Bottling Co.	M. J. McManus	David Adv. Co.
St. Thomas College	Thos. E. Cullen	Corning, Inc.
Stott Briquet Co.	C. W. Stott	Corning, Inc.
Ten Thousand Lakes Assn. of Minn.	H. C. Hoteling	Mitchell Adv. Co.
Wilhelm Oil Co.		Frizzell Adv. Co.
Weyerhauser Co., F.	Carl Hamilton	Geo. L. Dyer Co., N. Y.

WABASHA

Wabasha Roller Mills		Gundlach Adv. Co.

WINONA

J. R. Watkins Co.	Paul Watkins	Matteson-Fogarty-Jordan

MISSISSIPPI

BILOXI

Biloxi Chamber of Commerce		Chambers Adv. Agcy.

GULFPORT

Mississippi Coast Club		Chambers Adv. Agcy.

MISSOURI

JACKSON

Cape County Milling Co.		Chappelow Adv. Co.

JOPLIN

Interstate Grocer Co.	E. T. Webb	Potts-Turnbull Co.
Ozark Playground Assn.	J. F. Potts	Ferry-Hanly Adv. Co.

KANSAS CITY

American Asphalt Roof Co. (see East St. Louis)		
American Beauty Macaroni Co.	P. F. Vagnino	Potts-Turnbull Co.
Arts Craft Broom Co.	W. M. Fields	J. O. Young Adv. Co.
Ash Grove Lime & Prt. Cement Co.	K. R. Koerper	Potts-Turnbull Co.
Barbo Mfg. Co.	Frank Gray	J. O. Young Adv. Co.
Bentley Lab. (Fat-O-No)	James J. Kagan	Allen C. Smith Co.
Black Sivalls & Bryson		Potts-Turnbull Co.
Bliss Syrup & Ref. Co.	C. Williams	Potts-Turnbull Co.
Bright Biscuit Co.	F. C. Blackwell	J. O. Young Adv. Co.
Brumalt Co.		Potts-Turnbull Co.
Burlington Overall Co.		Potts-Turnbull Co.
Burnham-Munger-Root D. G. Co.	Hal Brown	Baxter-Davis Adv. Co.
Cactus Remedy Co.	B. E. Hixon	Allen C. Smith Co.
Carnes Artificial Limb Co.	J. P. Prescott	Ferry-Hanly Adv. Co.
Columbian Steel Tank Co.		Ferry-Hanly Co.
Cook Paint & Varnish Co.		Baxter-Davis Co.
Cowden Mfg. Co.		Loomis-Potts Co.
Craveroil Co.	Earl Billings	Potts-Turnbull Co.
Creolyptus Co.	Lee Coffey	Loomis-Potts Co.
Easyhold Truss Co.	E. O. Koch	J. O. Young Co.
Ennis-Hanly Blackburn Coffee Co.	E. J. Martin	W. B. Finney Adv. Co.
Faultless Starch Co.	J. Griffith	Ferry-Hanly Co.
Folger Coffee Co.	J. S. Atha	Ferry-Hanly Co.
Gesundheit Malt Syrup		M. C. Taylor Co.
Goodyear Mfg. Co.	G. M. Sittenfeld	Ferry-Hanly Co.
Gleaner Combine Harv. Corp.	F. Dorsey	Direct
Gustin-Bacon Mfg. Co.	R. B. Hollway	Loomis-Potts Co.
Harris-Goar Co.	P. S. Harris	Loomis-Potts Co.
Harrow-Taylor Butter Co.	C. F. Harrow / Chas. Taylor	Loomis-Potts Co.
Howe Co., Willis W.	Willis W. Howe	Ferry-Hanly Adv. Co.
Hoyland Milling Co.	J. R. Manning	Sehl Adv. Agency
Huttig Mills Works	F. Huttig	Direct
Irving Pitt Mfg. Co.	C. V. Bartlett	Loomis-Potts Co.
Ismert-Hincke Milling Co.	J. F. Martinson	Baxter-Davis Adv. Co.
Jenkins Music Co., J. W.	F. B. Jenkins	Baxter-Davis Co.
Johnson, Dr. O. A.	Dr. O. A. Johnson	Allen C. Smith Adv. Co.
Kaiser, Dr. Andrew		J. O. Young Adv. Co.
Kansas City Ch. of Com.	Lou E. Holland	Ferry-Hanly Adv. Co.
Kansas Flour Mills Co.	R. C. Mead	Potts-Turnbull Co.
Knox Co. (Cy-stex)	W. W. Burgess	Allen C. Smith Co.
Larabee Flour Mills Corp.	L. A. Arneson	M. C. Taylor Co.
Lee Mercantile Co., H. D.	C. A. Reynolds	Ferry-Hanly Adv. Co.
Long Bell Lumber Co.	P. E. Kendall	Ferry-Hanly Adv. Co.
Long Bell Farm Lands	E. C. Brown	Ferry-Hanly Adv. Co.
Long Bell Fence Posts Co.	P. E. Kendall	Potts-Turnbull Co.
Longview Co.	Paul E. Kendall	Ferry-Hanly Adv. Co.
Loose Wiles Biscuit Co.	D. C. Lawton	Baxter-Davis Co.
Lucky Tiger Remedy Co.	P. S. Harris	Loomis-Potts Co.
Lustrwax Co.	W. T. Terry	Loomis-Potts Co.
Lyko Medicine Co.	C. Hirsch	H. W. Kastor & Sons Co.
Mandy Lou Kitchens		Potts-Turnbull Co.
Mellinger Tire & Rubber Co.	B. L. Mellinger	Allen C. Smith Adv. Co.
Midland Flour Milling Co.	John Cain	Potts-Turnbull Co.
Midland Life Ins. Co.	Daniel Boone	Baxter-Davis Adv. Co.
Miller Mfg. Co.	C. S. Chappel	Potts-Turnbull Co.
Miller Petroleum Co.	F. L. Miller	Ferry-Hanly Adv. Co.
Muehlbach Brewery	H. A. Burdick	Direct
National Chemical Co.	S. Trippe	Allen C. Smith Adv. Co.
Nafzeiger Baking Co.	R. L. Buchanan	Ferry-Hanly Adv. Co.
National Protective Ins. Assn.		W. B. Finney Co.
Never-Tel Laboratories	P. A. Harris	Allen C. Smith Adv. Co.
Nonspi Co.	W. G. Laurenson	Ferry-Hanly Adv. Co.
Nutrena Feed Mills	K. C. Kaus	M. C. Taylor Co.
Paddock, Dr. E. E.	E. E. Paddock	Loomis-Potts Co.
Pen-Jel Co. (Leo Vinegar & Brok Co.)	Alex Leo	Sehl Adv. Co.
Pyro-Form Co.		Wm. A. Ingoldsby Co.
Q. T. No. Co.	Andrew Knapp	Ferry-Hanly Co.
Quisenberry Feed Mnf. Co.	T. E. Quisenberry	Allen C. Smith Adv. Co
Rex Spray Co.		Miller Agency Co.
Ridenour Baker Grocer Co.	Paul Hilgardner	Potts-Turnbull Co.
Ross Manufacturing Co.	J. C. Ryan	Ferry-Hanly Adv. Co.
Rush Cigar Co., H. D.	H. D. Rush	Potts-Turnbull Co.
Rutherford Chili Co.	H. T. Rutherford	
Schulze Baking Co.		Ferry-Hanly Co.
Seidlitz Paint & Varnish Co.	A. A. Hamilton	Ferry-Hanly Co.
Sendol Co.	Jno. Hogan	Allan C. Smith Co.
Sherman Malt Merc (Gesundheit-Victor Neustadl, N. Y.)		M. C. Taylor Co.
Sodiphene Co.	R. M. Seibel	Chappelow Adv. Co.
Southwest Milling Co.	C. L. Beckenbaugh	Potts-Turnbull Co.
Sta Brite Mfg. Co.	Thos. H. Cahill	Potts-Turnbull Co.
Strong's Laboratory	L. N. Smith	
Sun Ray Products Co.	G. G. Baker	Baxter-Davis Adv. Co.
Sunshine Safety Lamp Co.	W. C. Fowler	Potts Turnbull Co.
Sweeney Auto & Tractor School	E. J. Sweeney	W. B. Finney Co.
Textile Mills	S. Sideman	Loomis-Potts Co.
Union Pharm. Co.	C. B. Winsborough	Britt-Gibbs Co.
United Clay Products Co.		Loomis-Potts Co.
W. B. Way		I. B. Wasson Co.
Westgate Hotel	Sam Josephson	Potts-Turnbull Co.
Western Paving Brick Mfrs.		Walter J. Peterson Co.
Western Salt Co. (Bevis)	Bevis Longstreth	Ferry-Hanly Co.
Whittier, Dr. H. J.	Dr. H. J. Whittier	Loomis-Potts Adv. Co.
White Eagle Oil & Ref. Co.	Gordon Case	Ferry-Hanly Co.

SEDALIA

Canaday, Dr. J. E.	R. Flores	Nelson Chesman & Co.

ST. JOSEPH

Aunt Jemina Mills Co.	H. W. Tilden	J. Walter Thompson
Chase Candy Co.	Chas. Chase	Western Adv. Agcy.
Douglas Candy Co.		Loomis-Potts Co.
Goetz Co., M. K.	Harry Becker	Guenther-Comer Co.
Home Oil Co.	M. M. Nelson	Potts-Turnbull Co.
McDonald Mfg. Co., R. I.	John I. McDonald	Direct
Nave-Cord Co.	R. E. Harvey	Direct
Pimbley Paint & Glass Co.	H. J. Pimbley	Ferry-Hanly Co.
Schreiber Milling & Grain Co.	A. B. Schreiber	Direct
Speas Apple Pectin Co.	V. E. Speas	
Etewart Inso-Board Co.		M. C. Taylor Co.
Western Tablet Co.	Wm. Albrecht	Ferry-Hanly Co.
Weyer Barber Supply Co., G. H.	Henry Weyer	Guenther-Comer Co.

ST. LOUIS

Abraham Fur Co.	F. H. Eynatten	Brockland & Moore
Absorene Mfg. Co.	H. R. Henderson	Ross Gould Co.
American Credit Indemnity Co.	J. F. McFadden	Chappelow Adv. Co.
American Drug Co.		Harrison-Rippey Co.
Anheuser-Busch, Inc.	C. W. Staudinger	D'Arcy Adv. Co.
Antikamnia Remedy Co.	Chas. W. Barth	H. W. Kastor & Sons Co.
Ballard, Jas. F.	T. E. Moroney	Direct
Barton Mfg. Co.	J. B. Wells	D'Arcy Adv. Co.
Beach Chemical Co.		John Ring, Jr., Adv. Co.
Benjamin-Leland Co.	Benj. Ansehl	Anfenger Adv. Agcq.
Bernet, Craft & Kaufman Milling Co.		
Best-Clymer Co.		D'Arcy Adv. Co.
Blanke Tea & Coffee Co., C. F.	R. H. Blanke	Nelson Chesman & Co.
Blanke-Wenneker Co.	E. Wenneker	Chappelow Adv. Co.
Boyd-Welsh Shoe Co.	S. A. Beeson	L. J. Hannah & Co., Inc.
Brown Shoe Co.	A. G. White	Fisher-Wilson Adv. Co.
Candy Bros. Mfg. Co. (Red Cross)	J. Candy	Fisher-Wilson Adv. Co.
Central Shoe Co.	W. A. Menke	Fisher-Wilson Co.
Century Mfg. Co.		C. H. Trapp Co.
Chamberlain Co., F. B.	F. B. Chamberlain	Brockland & Moore
Champane Pipe Co.		Brockland & Moore
Charter Oak Stove & Range Co.	L. D. Vogel	Nelson Chesman & Co.
Clean-Be-Tween Tooth Brush Co.	B. S. Herget	Quinlan Adv. Corp.
Common Sense Mfg. Co.	Henry Shield	Hummert-Hatfield Co.
Crown Margarine Co.	Martin L. Hussman	Britt-Gibbs Adv. Co.
Cupples Co.	Harry Wallace	
Eisenstadt Mfg. Co.	G. G. Gambril	Yost Adv. Agcy.
Ely-Wauker Drygoods Co.	O. A. Life	Gardner Adv. Co.
Emerson Electric Mfg. Co.		Jno. Ring, Jr., Co.
Enterprise Chem. Co.	C. A. Chase	Harrison-Rippey Co.
Fouke Fur Co.		Brookland & Moore Co.
Forbes Tea & Coffee Co., Jas. H.	Chas. Forbes	Potts-Turnbull Co.
Frisco Ry.	J. N. Cornatzar	Gardner Adv. Co.
Funsten Co., R. E.	R. E. Funsten	Chappelon Adv. Co.
Gardner Motor Co.	R. E. Lynes	D'Arcy Adv. Co.
Goodform (see Plapao)		
Hamilton-Brown Shoe Co.	W. L. Bruns	
Hall Co., Dr. E. W.	Dr. E. W. Hall	Direct
Hanley & Kinsella Coffee & Spice Co.	L. F. Kelley	Brockland & Moore
Hannibal Pharmacal Co.	R. C. Lawry	Blackett-Sample-Hummert, Inc.
Harris-Polk Hat Co.	J. W. Harris	Chappelon Adv. Co.
Herriott Polish Co.	J. E. Eggers	H. W. Kastor & Sons Co.
Independent Breweries Co.		Fisher-Wilson Adv. Co.
International Shoe Co.—		
(Friedman-Shelby Branch, St. Louis)		Dealers Co-operative Adv. Agcy.
(Peters Branch, St. Louis)	J. K. Stribling	
(Roberts-Johnson-Rand Branch, City)	P. E. Thurman	
(Morse & Rogers Branch, N. Y. St. Louis)	J. C. Young	
(Hutchinson-Winch Branch, Boston, Mass.)	J. B. Mitchell	Chappelon Adv. Co.
King Mfg. Co. (Pepdilixo)	A. N. Gaebler	Gaebler Adv. Agency.
Lambert Pharmacal Co.		Lambert & Feasley, N. Y.
Lauber & Lauber	F. D. Rucker	Nelson Chesman Co.
Lewis Medicine Co., A. H.	Nelson Howe, Jr.	Nelson Chesman & Co.
Mercantile Trust Co.	S. P. Judd	John Ring, Jr., Adv. Co.
Meyer Bros. Spice & Coffee Co.	R. E. Meyer	Britt-Gibbs Adv. Co.
Meyer Bros. Drug Co.	T. F. McTigue	D'Arcy Adv. Co. / Ruthrauff & Ryan
Milliken & Co., Jno. T.	Jno. D. Gillis	Gardner Adv. Co.
Missouri, Kansas & Texas Ry.	V. V. Masterson	Anfenger Adv. Agency & Loomis-Potts
Missouri Pacific Ry.	Vincent McGrath	Direct
Missouri State Life Ins. Co.		D'Arcy Adv. Co.
Monarch Metal Prods. Co.	A. M. Lane	John Ring, Jr., Co.
Moon Motor Car Co. (Diana 8)	N. D. Craighead	La Porte & Austin
Mount Cabin Products Co.		Fisher-Wilson Co.
Mountain Valley Spgs. Co.	J. F. Schafaly	Holmes, Inc. / Richardson Briggs
Multiplex Faucet Co.	J. M. Travis	Fisher-Wilson Adv. Co.
National Protective Ins. Assn.		Loomis-Potts Co.
O'Neill Medicine Co., F. J.	F. J. O'Neill	Britt-Gibbs Adv. Co.
Paris Medicine Co.	R. D. Cottam	Lambert & Feasley, Inc.

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IMPORTANT BUYERS OF DAILY NEWSPAPER SPACE

(Continued from page 238)

ST. LOUIS—Continued

Advertiser	Advertising In charge of	Agency
Pet Milk Co.	C. J. Hibbard	Gardner Adv. Co.
Pfeiffer Mfg. Co.		Britt-Gibbs Co.
Pierce Petrol Corp.		Yost Adv. Co.
Plapao Lab., Inc.	J. A. Stuart	Nelson Chesman & Co.
Ralston Purina Co.	R. A. Black, E. T. Hall	Gardner Adv. Co.
Rice Stix Dry Goods Co.	S. E. Carter	Simpson Adv. Co.
Roxanna Petroleum Co.	W. L. Schafer	Direct
Royd Company		Harrison-Rippey Co.
Safety Products Co.		Reincke-Ellis Co.
Schield, Wm., Mfg. Co. (Red Devil) (see B. J. Babbitt, N. Y.)		
Senoret Chem. Co.	G. H. Beutel	Harrison-Rippey Adv. Co.
Shell Co. (see Roxanna)		
Steelcote Mfg. Co.	I. M. Jacobs	Britt-Gibbs Adv. Co.
Steinwender-Stoffregen Coffee Co.	I. W. Goldstein	John Ring, Jr., Adv. Co.
St. Louis Chamber of Commerce		John Ring, Jr., Adv. Co.
Superior Hat Co.	P. F. O'Hare	Direct
Twinplex Sales Co.	E. Thos. Lark	Gardner Adv. Co.
Valier & Spies Milling Co.	L. C. Chase	Direct
Wabash Railroad	H. W. Watts (P. T. M.)	H. W. Kastor & Sons Co.
Wallace Pencil Co.	Joseph D. Hale	D'Arcy Adv. Co.

NEBRASKA

LINCOLN

Advertiser	Advertising In charge of	Agency
Beatrice Creamery Co. (see Chicago)	K. L. Murray	Porter-Eastman-Byrne Co.
Gooch Food Products Co.	H. E. Gooch	Potts-Turnbull Adv. Co.
Lee Broom & Duster Co.	R. W. Tyler	Direct

OMAHA

Advertiser	Advertising In charge of	Agency
Boyles Business College	J. Boyles	
Haskins Bros. & Co.	Wm. Newton	Direct
Iten Biscuit Co.	Penn Fodrey	Buchanan-Thomas
McCord-Brady Co.	Chas. Betts	Loomis-Potts Co.
Omaha Chamber of Commerce	M. Hancock	Darlow Adv. Agcy.
Omaha Flour Mills	L. L. Brietenbauch	Buchanan-Thomas Adv. Co.
Overland Tire & Rubber Co.		Direct
Paxton & Gallagher	Roger Holman	Buchanan-Thomas Adv. Co.
Peters Mill Co., M. C.	M. Peters	Direct
Schmoller & Mueller Co.	A. May	
Skinner Mfg. Co.	Eugene M. Skinner	Mitchell-Faust Adv. Co.
Sprague Tire & Rubber Co.	E. H. Sprague	Direct
Standard Oil Co. of Nebraska	H. W. Pierpont	H. K. McCann
Uncle Sam Breakfast Food Co.	Chas. E. Berry	Critchfield & Co.
Union Pacific R. R.	Roy Gray	H. E. Lesan Adv. Agcy., The Caples Co.
Veris Co.		Carl J. Peters Adv. Agcy.

OHIO

AKRON

Advertiser	Advertising In charge of	Agency
Firestone Tire Rubber Co.	Russel V. Cline	Critchfield & Co.
General Tire & Rubber Co.	M. O. O'Neill	D'Arcy Adv. Co.
Goodrich Rubber Co., B. F.	P. J. Kelly	J. W. Thompson
Goodyear Tire & Rubber	C. T. Hutchins	J. Walter Thompson Co., Erwin Wasey & Co.
Miller Rubber Co.	H. R. Baker, C. H. Vaughn	Lord & Thomas and Logan
Seiberling Latex Prods. Co.	T. W. Casey	Eddy & Clark, Inc.
Seiberling Rubber Co.	Frank R. Griffin	MacManus, Inc.

CANAL DOVER

Advertiser	Advertising In charge of	Agency
Dover Mfg. Co.	Chas. T. Johnson-Vea (Pres.)	Richardson-Briggs Co.

CANTON

Advertiser	Advertising In charge of	Agency
Casco Co.		Jno S. King Co.
Climaline Chemical Co.	E. T. Caswell	W. S. Hill Co., Blackett-Sample-Hummert, Inc.
Hygienic Products Co.	R. M. Schlabach	N. W. Ayer & Son
Republic Stamping & Enameling Co.	H. B. McNiece	Batten, B. D. & O.
Sugardale Provision Co.		Powers-House Co.
Tonsiline Co.	C. W. Loos, Jr.	Nelson Chesman & Co.

CHILLICOTHE

Advertiser	Advertising In charge of	Agency
Cathaspirin Co.		Robbins & Pearson

CINCINNATI

Advertiser	Advertising In charge of	Agency
Alexander Molasses Co.		Blaine-Thompson Co.
American Beauty Malt Co.		Midland Adv. Co.
American Prods. Co.		Geyer Co.
Armleder Motor Truck Co.	Otto Armleder	Direct
Aromint Corp.	R. F. Balke	Rienke-Ellis Co.
Balsam Remedy Co.		Midland Adv. Agency
Beaver-Remmers-Graham Soap Co. (see Dayton, O.)		
Beebee Company	R. J. Link	Prather-Allen Co.
Bill Board Publishing Co., 25		Jesse M. Joseph Co.
Bishopric Mfg. Co.	Allison Bishopric	J. Walter Thompson Co.
Boyle Co., A. S.	S. Schraffenberger	John F. Murray Co.
Buckeye Soda Prods. Co.	H. Cornell	J. W. Thompson Co.
Burger Bros. Co.	W. J. Huster	Walter Haehnle Co.
Carey Co., Philip (Lockland, O.)	Oscar Bigler	Ralph H. Jones Co.
Chernoff Beauty Products, Inc. (see Kenton Pharmacal Co., Covington, Ky.)		
Cincinnati Ball Crank Co.	V. A. Davidson	Erwin, Wasey & Co.
Cincinnati Cremation Co.	A. Roeser	C. L. Doughty Adv. Agcy.
Cincinnati Soap Co.		Marx Flarsheim Co.
Cooper Corp.	W. E. Baker	Midland Adv. Co.
Crane-Kent Clothes, Inc.	David J. Morris	Julian J. Behr Co.
Crosley Mfg. Co. (Radio)	Carl F. Propson	Prather-Allen-Heaton
Crown Overall Mfg. Co.	Goodwin O'Neil	Julian J. Behr Co.
Dalton Adding Machine Co.		Ralph H. Jones Co.
Dillingham Co., Frank		Anna M. Maloney
Drackett Chemical Co.	H. R. Drackett	Ralph H. Jones Co.
Easy Way Food Prods. Co.	I. H. Wilson	Ruthrauff & Ryan
Edral Co.	R. H. Auch	Marx-Flarsheim Co.
Fallis, Inc.	W. H. Braun	E. T. Howard Co., N. Y.
Foy Paint Co.	C. F. Jenz	Blaine-Thompson Co.
Frank, A. & J.	A. Frank	Blaine-Thompson Co.
Frank Tea & Spice Co.	Jacob Frank	Julian J. Behr Co.
Freeman Perfume Co.	Ralph Kline	Lord & Thomas and Logan
Fries & Fries Co.	Harold Sinton	Keelor & Stiles
Glazo Co.	Mrs. E. G. Albert	Erwin Wasey & Co.
Globe Soap Co.	R. L. Higley	
Globe-Wernicke Co., The (moved to Tonawanda, N. Y.)	R. L. Cook	Direct
Grand Hotel	R. B. Mills	Keelor & Stiles Co.
Haas Brothers	M. Haas	Julian J. Behr
Holland Pen Co., John	R. Holland	Williams & Cunnyngham
Hydrosal Laboratory Co.	Chas. Weissman	Blaine-Thompson Co.
Icy-Hot Bottle Co.	F. C. Terry	Proctor & Collier Co.
Imperial Products Co.		Prather-Allen-Heaton
Jergens Co., Andrew	H. N. Manss	J. Walter Thompson Co., Ralph Jones Co.
Julian & Kokenge Co.	H. N. Lape	
Kenton Baking Powder Co. (see Snow King Baking Powder Co.)		
Krohn-Feichheimer Co.	Ed. K. Woodrow	Ralph H. Jones Co.
Lawson Co., F. H.	F. H. Lawson	S. C. Baer Co.
Merrill Co., Wm. S.	R. T. Kline	Direct
Miami Chem. Co.		Direct
Mosby Medicine Co.		C. L. Doughty Co.
Odo-Ro-No Co., The	Mrs. E. G. Albert	J. Walter Thompson Co.
Ohio Butterine Co.	Howard J. Rohan	Midland Adv. Co.
Overall Mfg. Assn.		S. C. Baer Co.
Procter & Gamble Co.	R. F. Rogan	The Blackman Co.
Ra-Bo-Na Co.	Frank M. O'Neil	A. M. Haloney
Red Top Malt Extract Co.		Jesse M. Joseph Co.
Richardson Co.	A. R. Griffes	J. Walter Thompson Co.
Rogers Drug & Chemical Co.	Jas. McSweeney	C. L. Doughty Adv. Agcy.
S. & S. Gen. Lab. Inc.	O. F. Whittle	Herman Wolff
Senreco Corp.	H. W. Jenisch	Quinlan Adv. Co.
Snow King Baking Powd. Co.		Williams & Cunnyngham
Streit, C. F., Mfg. Co.	Carl Streit	Ralph Jones Co.
Streitman Biscuit Co.	Clay Ronster	Miller-Knopf, Inc.
Tobias, Brothers & Co., Chas.	Chas. H. Tobias	Prather-Allen-Heaton
U. S. Motor Truck Co.	H. H. Southgate	Blaine-Thompson Co.
U. S. Playing Card Co.	C. E. Albert	Procter & Collier
Werk Co., M.	E. E. Werk	Procter & Collier
Williamson Heater Co.	J. Jensen	Albert Frank & Co.
Wurlitzer Co., Rudolph	T. J. Moore	Gundlach Adv. Co.

CLEVELAND

Advertiser	Advertising In charge of	Agency
American Multigraph Sales Co.	W. C. Dunlap	Fuller & Smith
Apex Electric Mfg. Co.	C. G. Frantz	Campbell-Ewald Co.
Born Steel Range Co.	H. G. Born	Hubbell Adv. Agcy.
Chandler Motor Car Co.	R. A. Lammers	Dunlap-Ward Adv. Co.
Cleveland-Buffalo Transit Co.	H. R. Rogers	Nesbitt Service, Direct
Cleve., Cin., Chi., & St. L., Ry.		Lord & Thomas and Logan
Cleveland Cleaner & Paste Co.	Frank Gilbert	Hubbell Adv. Agcy.
Cleveland Provision Co.	T. H. Nash	Fuller & Smith
Climax Cleaner Mfg. Co.	Alois Saxer	Dunlap-Ward Adv. Co.
Clinical Laboratories Co.		Dorland Co., Griffin Johnson & Mann
Common Brick Mfg. Assn.		Kling-Gibson Co.
Conkey Co., G. F.	A. B. Conkey	Rogers & Smith
Corega Chemical Co.	O. Wilson	Nelson Chesman & Co.
Cummer Products Co.	C. A. Godman	Richardson-Briggs Co.
Dental Hi-Gene Prods. Co. (Mogene Toothpaste)		U. S. Adv. Corp.
Eaton Axle & Spring Co.	C. C. Bradford	Sweeney & James Co.
Electric Vacuum Cleaner Co.	A. C. Nadine	Lord & Thomas and Logan
Euclid Chem. Co.		Henry P. Boynton Co.
Folberth Auto Specialty Co.	W. M. Folberth	Powers-House Co.
Gabriel Snubber Mfg. Co.	Geo. R. Ralls (Pres.), C. H. Foster (Chm. of Bd.), J. H. Shoemaker (Asst. Sal. Mgr.)	Direct
Geier Co., P. A.	Jas L. Mahon	The Carpenter Adv. Co.
Gerson Stewart Corp.		Hubbell Adv. Agcy.
Glidden Co., The	G. S. Sturges	Hubbell Adv. Agcy.
Great Lake Tours Assn.		Fuller & Smith
Hauserman Co., E. F.	Geo. B. Rogers	Bayless-Kerr Co.
Henry Furnace & Fdy. (Moncrief)	H. S. Sharp	E. D. Wolaver Co.
Imperial Steel Range Co.	Wm. Tarnitzer	Fred M. Randall Co.
Jordan Motor Car Co.	J. Fewsmith	Sweeney & James Co.
Kaffee-Hag Corp.	G. A. Baker	Kling-Gibson Co.
Kaynee Co.	G. A. Exline	Henri, Hurst & McDonald
Klinker Mfg. Co. (Peggy Page)	G. C. Weil	Kohorn Adv. Agcy.
Lion Knitting Mills Co.	H. V. Ensten	Direct
Mendelsohn Cigar Mfg. Co.	D. J. Mendelsohn	Direct
Moonbeam Mfg. Co.	E. T. Anderson	
Mountain Valley Springs Co. (see St. Louis, Mo.)		Richardson-Briggs Co., Holmes, Inc.
National Paving Brick Mfrs. Assn. (see Chicago.)	E. E. Duff, Jr.	Potts-Turnbull Co.
National Petroleum News	M. C. Platt	Powers-House Co.
National Refining Co.	C. L. Archbold	Direct
N. Y., Chi. & St. L., R. R.	F. Heikel	Richardson-Briggs Co.
Ohio Varnish Co.	C. J. Donnelly	Foster-Davies Co.
Osborn Mfg. Co.	Phillip F. Smith	T. H. Ball & Staff
Otis & Co.	Theo. L. Bailey	W. N. Gates Co.
Para Paint & Varnish Co.	E. A. Benedict	Humphrey & Meredith, Inc.
Paragon Sales Co.		Prather-Allen-Heaton
Peerless Motor Car Co., The	F. A. Van Fleet	Sweeney & James Co.
Perfection Heater & Mfg. Co. (see Eaton Axle & Spring Co.)		
Perfection Stove Co.	Norman E. Olds	H. K. McCann Co.
Phoenix Oil Co.	Fred Beutel, Jr.	Richardson-Briggs Co.
Plant Products Co.		Richardson-Briggs Co.
Pompeian Mfg. Co.	R. M. Alderman, W. W. Wheeler	Batten, B. D. & O. N. Y.
Printz-Biederman Co.	L. W. Newmark	Fuller & Smith
Protex Signal Co.	Oscar Kroehle	
Sar-A-Lee Co.	J. L. Adler	E. T. Sadler Co.
Saxon Laboratories		Hubbell Adv. Agcy.
Scott & Fetzer Co., The	Carl S. Fetzer	Hannah & Co., Inc.
Sherwin-Williams Co.	N. A. Schuele, G. N. Spacht	Henri, Hurst & McDonald
Statler Hotel	D. G. Newton	Fuller & Smith
Standard Oil Co. of Ohio	E. P. Dutton	H. K. McCann Co.
Stearns-Knight Sales Corp.	Ray H. O'Brien	U. S. Adv. Corp.
Superior Peanut Co.		Richardson-Briggs Co.
Telling-Belle Vernon Co.		Fidelity Adv. Agcy.
Tescum Mfg. Co.		Nelson Chesman & Co.
Vreelands	C. Vreeland	Matteson, Fogarty & Jordan
Watkins Co., R. L.		
Wells Process Co.	R. P. Wells	John S. King Co.
White Co., The	S. P. Seward	D'Arcy Adv. Co.
White Sewing Machine Co.	L. A. Woolsey	John S. King Co.
Widlar Co., The	F. A. Brand	Direct
Willard Storage Battery Co.	S. E. Baldwin, R. C. Norberg (Pres.)	Fuller & Smith

COLUMBUS

Advertiser	Advertising In charge of	Agency
Capital City Prod. Co. (Purity Nut)	W. E. Utley (Sec.)	Mumm-Romer-Jaycox

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IMPORTANT BUYERS OF DAILY NEWSPAPER SPACE

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Advertiser	In charge of Advertising	Agency
COLUMBUS—Continued		
Derby Day Candy Co.	C. M. Rowley	Direct
Elk River Coal & Lumber Co.	C. M. Anderson	Direct
J. P. Gordon Co.	Fred I. Lackens	Mumm-Romer-Jaycox
Hanna Paint Co.	O. H. Graham	Direct
Irving Radio Corp.	A. M. Crumrine	Direct
Lancaster Tire & Rubber Co.		E. C. Harriman Co.
Le Dure Medicine Co.		Direct
Moores & Ross (Cheese)	S. S. Conaway	Mumm-Romer-Jaycox; Baker, Duffy & Morris
Peruna Co., The (see Chicago United Remedies)		
Pure Oil Co. (see Chicago)		
Smith Agri. Chem. Co.	H. A. Smith	Kline L. Roberts Co.
DAYTON		
Beaver-Remmers-Graham Co.	R. T. Kline	Direct
Blackburn Products Co., The	I. Robert Blackburn	Kling-Gibson Co.; Blackburn Adv. Co.
Canby, Ach & Canby	F. L. Canby	Southwestern Adv. Co.
Coffield Washer Co., The	J. J. Ruch	The Homer McKee Co.
Comer Mfg. Co.	C. E. Comer	Ruthrauff & Ryan
Cooper-Horstman Co. (Pepgin)		Miami Adv. Co.
Dayton Engineering Lab. Co.	O. L. Harrison	Campbell-Ewald Co.
Dayton Biscuit Co.	H. G. Schneider	J. Horace Lytle Co.
Dayton Rubber Mfg. Co.	E. B. Self	Geyer Adv. Co.
Delco Light Co.	E. D. Doty	Geyer Adv. Co.
Frigidaire Corp.		Geyer Co.
Fyr-Fyter Co.	Ray E. Hahn	Campbell-Ewald Co.
General Motors Chem. Corp.	N. D. Siebenthaler	Campbell-Ewald Co.
Green & Green Co.	Weston Green	Geyer Adv. Co.
Hewitt Bros. Soap Co.		Critchfield & Co.
Huffman Mfg. Co. (Bluebird)	H. M. Huffman	Geyer Adv. Co.
International Proprietaries, Inc.	W. E. Welch	C. C. Green Adv. Agcy.
Lowe Bros. Co.	John M. Graham	Geyer Adv. Co.
Lung Ease Co.		Parker Adv. Co.
Medco Co.	C. L. Moorman	Geyer Adv. Co.
Pioneer Products Co.		Blackburn Adv. Co.
Roberts Co., Geo. J.	John C. Jamieson	
DOVER		
Dover Mfg. Co.	Chas. T. Johnson-Vea (Pres.)	Richardson-Briggs & Co.
ELYRIA		
Colson Co.	J. A. Morris	
Falcon Motors Corp.	John A. Nichols, Jr.	U. S. Adv. Corp.
Fox Furnace Co.		Fuller & Smith
FINDLAY		
Glessner Co.	L. C. Glessner	Kling-Gibson Co.
HAMILTON		
Estate Stove Co.	Walter S. Rowe	Ralph H. Jones Co.
LOCKLAND		
Tenn. Copper & Chem. Co.		Ralph H. Jones Co.
KENT		
Mason Tire & Rubber Co.	W. A. Cluff (Pres.); J. H. Diehl (Sales Mgr.)	Conover-Mooney Co.
LIMA		
Deisel-Wemmer Co.		Faxon, Inc.
Garford Motor Truck Co.	F. E. Borer	Fred M. Randall Co.
LORAIN		
American Stove Co.	C. F. Farnham	Richardson-Briggs Co.
MANSFIELD		
Mansfield Tire & Rubber Co.	L. E. Whitebart	Sweeney & James Co.
MECHANICSBURG		
Keller Laboratory; Sorbol Co.	Chas. Keller	John S. Hunt
NEWARK		
Heisey, A. H. & Co.		J. Horace Lytle Co.
Swanson Co.		Quinlan Adv. Co.
Swisher Co., John H. (moved to Jacksonville, Fla.)	J. H. Swisher	Mumm-Romer-Jaycox
NORWALK		
Imperial Specialty Co.		Campbell Adv. Co.
PIQUA		
Atlas Underwear Co.	A. L. Flesh	Jno S. King Co.
Favorite Stove & Range Co.	A. J. Underwood	Direct
Imperial Underwear Co.	C. A. Campbell	Direct
Piqua Hosiery Co.	F. M. Shipley	H. K. McCann Co.
Rundle & Co., Geo. H.	Allen Rundle	Mason Warner Co.
Superior Underwear Co.	J. L. Black	J. Horace Lytle Co.
PORTSMOUTH		
Ohio Valley Coffee Co.	Clem Switalski	Robbins & Pearson Co.
SANDUSKY		
Amer. Crayon Co.	C. W. Knouff	David H. Colcord, Inc.
Erie Rubber Corp.	J. M. Dine	Morse Int'l Agency
SPRINGFIELD		
Ansted & Burk Co.	R. D. Patton	Field Adv. Service
Morrow Drug Co., John		Nelson Chesman & Co.
Rat Biskit Co.		Erwin, Wasey & Co.
Ridgley-Trimmer Co.	D. A. Baker	Blaine Thompson Co.
Robbins & Meyers Co.	F. W. Burmeister	Erwin, Wasey & Co.
Victor Rubber Co.	H. A. Grubb	Sweeney & James Co.
STEUBENVILLE		
Electro Thermal Co.	J. G. Homan	Ruthrauff & Ryan
New Science Institute (see Electro Thermal)		
TOLEDO		
Air-Way Elec. Appliance Corp.	C. G. Groff	Sterling Beeson, Inc.
Berdan Co., The	A. F. Baldwin	Machen Adv. Co.
Blodgett-Beckley Co.	S. W. Beckley	
Champion Spark Plug Co.	M. C. DeWitt	McManus, Inc.
Cheney Medicine Co.	A. R. MacDonald	Mitchell-Faust Co.
Conklin Pen Co.	Thos. Emerson (Sales Mgr.); C. B. Mathes (V.-P. & Gen. Mgr.)	Sterling Beeson, Inc.
Jennison-Wright Co.	F. W. Cherrington	Sterling, Beeson, Inc.; Direct
Karavan Coffee Co.	E. J. Brucker, Jr.	
Klauser Chem. Co.		Porter-Eastman-Byrne
Mennel Milling Co.	M. N. Mennel	Machen Co.
Price Co., D. W.	D. W. Price	Stalker-Elwell Co.
Riddle Co., Ed. M.	J. N. Riddle	Chas. Dowd Co.
Sinclair Mfg. Co.		MacManus, Inc.
Swartzbaugh Mfg. Co.	J. B. Swartzbaugh	MacKenzie, Goldbach & Berdan
Thompson's Sterilized Toothbrush Co., Dr.	S. H. Thompson	Campbell Adv. Co.
Toledo Cooker Co. (see Swartzbaugh Mfg. Co.)		
Toledo Rex Spray Co.	H. J. Halm	Miller Agcy. Co.
United Chicle Co.		Direct
Willys-Overland Co., The	L. J. Adams (Adv. Mgr.); L. G. Peed (Gen. Sales Mgr.); R. L. Butler (Mgr.)	U. S. Adv. Corp.
Woolson Spice Co.	N. L. Schmid	Miller Agcy. Co.
Young & Co., Fred'k H.	F. H. Young	Direct
TROY		
Kitchen Aid Mfg. Co.	W. W. Cope	Brooke, Smith & French
WARREN		
Sterling-Knight Co.,	J. V. Thomas	Sweeney & James Co.
WESTERVILLE		
Hance Mfg. Co.		Robbins & Pearson
YOUNGSTOWN		
General Fireproofing Co.,	R. S. Gildart	Sweeney & James Co.
Truscon Steel Co.	Oscar W. Loew (Adv. & Sales Prom. Mgr.); C. I. Auten (V.-P. Chg. Sales Stand. Bldg. Div.); M. T. Clark (V.-P. Chg. Sales Steel Window Div.)	Fechheimer, Frank & Spedden
ZANESVILLE		
Jackson Medicine Co.		Robbins & Pearson
Kerker Med. Co.		Miller-Knopf, Inc.
Nerv-Worth Co.	J. F. Brown	Direct
OKLAHOMA		
EL RENO		
Morris Mfg. Co.	B. F. C. Morris	Tracy-Locke-Dawson, Inc.
OKLAHOMA CITY		
Campbell Co., V. V.		K. C. Shelburne, Inc.
MacKlanburg Duncan Co.		Tracy-Locke-Dawson, Inc.
McAlster Hale Halsell Co.	Elman Hale	Tracy-Locke-Dawson, Inc.
Okla. State Chamber of Comm.	C. H. Hopkins	Williams & Cunningham
PONCA CITY		
Marland Refining Co.		Tracy-Locke-Dawson, Inc.
SAND SPRINGS		
Kerr Glass Co.		Direct
TULSA		
Empire Refineries	O. J. Tuttle	Tracy-Locke-Dawson, Inc.
Hofstra Mfg. Co.	J. B. Gibbons	Tracy-Locke-Dawson, Inc.
Mid-Continent Pet. Corp.	M. C. Shipley	Loomis Potts Co.
Skelly Oil Co., The (see El Dorado, Kans.)		Ferry-Hanly Adv. Co.
Transcontinental Oil Co.	W. D. Cyphers	Rogers-Gano Co.
OREGON		
HOOD RIVER		
Hood River Apple Growers' Assn.	V. C. Follenius	Botsford-Constantine Co.
OREGON CITY		
Oregon City Woolen Mills	H. L. Thompson	Botsford-Constantine Co.
PORTLAND		
Bergman Shoe Mfg. Co.	Theo. Bergman	Honig-Cooper Co.
Clossett & Devers	R. B. Bain, Jr.	Crossley & Failing
Columbia Tire Corp.	Alfred A. Aya	Jas. Houlihan, Inc.
Esbencott Laboratories	A. F. Schafter	Honig-Cooper Co.
Jantzen Knitting Mills	M. Heinemann	Botsford-Constantine Co.
King Fisher Mattress Co.	A. E. King	Crossley & Failing
Montag Stove Works	R. T. Montag	Crossley & Failing
North Pacific Co-op. Prune Ex.	M. J. Newhouse	Honig-Cooper Co.
Portland Chamber of Commerce	Herbert Cuthbert	Crossley & Failing
Warrenton Clam Co.	Wm. Sigurdson	Crossley & Failing
Western Pine Assn. of Ore.		N. W. Ayer & Son
SOUTH DAKOTA		
MITCHELL		
Aerpruf Co.	W. Willy	Ruthrauff & Ryan
PUKWANA		
Stranksky Mfg. Co., J. A.		Ruthrauff & Ryan
SIOUX FALLS		
Manchester Biscuit Co.		Direct
Minnehaha Candy Co.	W. J. Weir	Potts Turnbull Co.
Morrell & Co., John	E. F. Paxson	Potts Turnbull Co.

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IMPORTANT BUYERS OF DAILY NEWSPAPER SPACE

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TENNESSEE

CHATTANOOGA

Advertiser	In charge of Advertising	Agency
Allied Med. Co.	J. C. Rogers	Direct
Buster Brown's Hosiery Mills (see United Hosiery Mills)		
Chattanooga Medicine Co.	E. A. Wheatley	Nelson Chesman & Co.
City of Chattanooga		Nelson Chesman & Co.
Davenport Hosiery Mills	T. W. Fred, Pres	Chappelow Adv. Agcy.
Gerstle Medicine Co. (see Plough Chem. Co., Memphis)		
Purity Extract & Tonic Co.	J. F. Brockhaus, Jr.	Nelson Chesman & Co.
Richmond Hosiery Mills	J. M. Caldwell	Direct
Tennessee Furniture Corp.	Joseph H. Lane	Direct
Thatcher Medicine Co. (see Allied Med. Co.)		
United Hosiery Mills		Frank Seaman, Inc.

JACKSON

Herb Juice Med. Co.	Ben J. Lifsey	Fisher-Wilson Co.

JOHNSON CITY

Model Mill Co.	J. M. Horton	Ralph H. Jones Co.
Smith Chemical Corp.	W. C. McNew	Nelson Chesman Co.

KNOXVILLE

Davis Mfg. Co. (Fly Flu)		Jas. A. Greene Co.
Smith, J. Allen (Millers)		Jas. A. Greene Co.

MEMPHIS

Brown, Geo. C.	H. B. Weiss, V. P.	Lake & Dunham Co.
Cannon Chemical Co. (see Commercial Chemical Co.)		Lake & Dunham Co.
Commercial Chemical Co.	Ben A. Bogy	Lake & Dunham Co.
Happy Feed Mills	C. T. Edgar	Simpson Adv. Agcy.
Hessig-Ellis Drug Co.	Harold Gilbert	Lake & Dunham Co.
La Creole Laboratories	C. P. Hanley	Martin O'Callahan
Maury-Cole Co.		Direct
National Dairy Show		Lake & Dunham
Pelco Med. Co.	R. C. Spicer	Southern Adv. Co.
Piggly Wiggly Corp.	J. R. Peters	J. Walter Thompson Co.
Plough Chemical Co.	D. W. Coutlee	Southern Adv. Agcy.
Tennessee Beverage (Nib)		Lake & Dunham Adv. Agcy.
U. S. Bedding Co.	Edgar C. Haas	Dudley Davis, Inc.
Van Vleet Mansfield Drug Co.	McKay Van Vleet	O'Callaghan Adv. Agcy.

NASHVILLE

Acme Malt Syrup Co.		Direct
Allen Mfg. Co.	G. W. Noland	S. C. Baer, Cinn.
American Feather & Pillow Co.		Massengale Adv. Co.
Caldwell & Co.	R. G. Fields	Casey-Lewis Co.
C. H. S. Corp.	C. H. Sofge	Gundlach Adv. Co.
Cheek-Neal Coffee Co. (see Postum Co., Inc., N. Y.)		J. Walter Thompson Co.
Colonial Milling Co.		Casey-Lewis Co.
Fletcher Wilson Coffee Co.		Casey-Lewis Co.
Gray & Co., W. F. (Medical)		Casey-Lewis Co.
Gray & Dudley Co.	Foskett Brown	Proctor & Collier Co.
Henard Mayonnaise Co.		Casey-Lewis Co.
Marsha (see C. H. S.)		
Rigo Mfg. Co.		Casey-Lewis Co.
Soft Wheat Millers Assn.	V. S. Tupper	
Spurlock-Neal Co.	W. A. Tenison	Steuerman Service

PARIS

Golden Peacock, Inc.	L. O. Koons	Blackett-Sample-Hummert, Inc.
National Toilet Co.	F. M. Allen	Roche Adv. Co.
Paris Toilet Co. (see Golden Peacock, Inc.)		
Tyson & Co.	Wm. H. Hull	Frankel Rose Co.

TEXAS

AUSTIN

Walker Properties Assn.	W. F. Gohlke	Crook Adv. Agcy.

BEAUMONT

Hobo Medicine Co.	A. B. Sawyer	Direct

DALLAS

Atlas Metal Works	Bonde Storey	Crook Adv. Agcy.
Behrens Drug Co.		Chambers Adv. Agcy.
Cotton Seed Crusher Assn.	A. L. Ward	Tracy-Locke-Dawson, Inc.
Crown Remedy Co.	T. R. Burns	Direct
Dal-Tex Coffee Co.		Direct
Easterwood Jr. Co., Wm. E.	W. B. Ballew	Tracy-Locke-Dawson, Inc.
Eucaline Medicine Co.	W. E. Freeman	Direct
Figaro Chemical Co.		Carpenter-Rogers Co.
Gordon Drug Co.		Tryon Adv. Co.
Hollands Magazine	Joe Kempton	Tracy-Locke-Dawson, Inc.
Industrial Dallas	R. L. Thornton (Pres.)	Tracy-Locke-Dawson, Inc.
Kellogg Co. (Tex. Okla.)		Tracy-Locke-Dawson, Inc.
Kirby Co., W. S.		Direct
Lone Star Gas Co.	W. R. Crawford	Tracy-Locke-Dawson, Inc.
M. K. & T. Ry.	W. G. Crush	Tracy-Locke-Dawson, Inc.
Pepper Co., Dr.	J. B. O'Hara	Tracy-Locke-Dawson, Inc.
Shaw Jewelry Co.	C. B. Shaw	Crook Adv. Co.
Sims Oil Co.	F. R. Schneider	Crook Adv. Co.
Trinity Portland Cement Co.		Tracy-Locke-Dawson, Inc.

EL PASO

El Paso Gateway Club	H. W. Stanley	Hailey & Lewis Co.

FORT WORTH

Cities Service Oil Co.	L. D. Coleman	Rogers-Gano Co.
Fort Worth & Denver Cities Ry.		Tracy-Locke-Dawson, Inc.
Hubig Co., Simon		Wimberly Hubbard Co.
Justin & Sons, H. J.		Tracy-Locke-Dawson, Inc.
King Candy Co.		Univ. Staff
Ko-Pa Corp.	Chas. W. Myers	Wimberly-Hubbard
Mistletoe Creameries, Inc.	Ted Robertson	Tracy-Locke-Dawson, Inc.
Numismatic Co.	B. Max Mehl	Tracy-Locke-Dawson, Inc.
Wapples-Platter Grocer Co.	Paul W. Platter	Crook Adv. Agcy.

GALVESTON

Agency	In charge of Advertising	Advertiser
Triple X Root Beer Co.		Tracy-Locke-Dawson, Inc.
Wheat Flour Millers of Tex.		Tracy-Locke-Dawson, Inc.

HOUSTON

Duncan Coffee Co. (Admiration)	H. Wirt Steele	Direct
Gulf Coast Fig Orchards Corp.		Tracy-Locke-Dawson, Inc.
International Coffee Co.		Tracy-Locke-Dawson, Inc.
Kuhn Paint and Varnish Co.		Crooks Adv. Co.
Magnolia Provision Co.	B. D. Cash	D'Arcy Adv. Co.
Morning Glory Creameries	Ben Putnam	Tracy-Locke-Dawson, Inc.
Sealey Mattress Co. (see Sugarland)		
South Texas Cotton Oil Co.	Frank Peters	Chambers Adv. Agcy.
Standard Rice Co. (White House)		Tracy-Locke-Dawson, Inc.
Southern Pacific Lines (see Chicago, Ill.)	W. C. McCormick	Coulter & Payne
Texas Fig Assn.	Gordon Hines (Sec.)	So. West'n Adv. Co.
Vitalitas Company	J. Aiken	

MISSION

Texas Citrus Fruit Growers Exc.		Tracy-Locke-Dawson, Inc.

SAN ANTONIO

Chamber of Commerce	C. B. Yandell	Coulter & Payne
Delaware Punch Co.	W. J. Lyons	Pitluk Adv. Agcy.
Gebhardt's Chili Powder Co.	Gus Geyer	Tracy-Locke-Dawson, Inc.

SHERMAN

Interstate Cotton Oil Refining Co.	W. I. Dawset	Tracy-Locke-Dawson, Inc.
Poole Mfg. Co.		Binkley Adv. Agcy.

SUGARLAND

Imperial Sugar Co.	M. Brine	Tracy-Locke-Dawson, Inc.
Sealy Mattress Co.		Direct

WACO

Artesia Cream Co.	S. M. Seat	Tracy-Locke-Dawson, Inc.
Barton Mfg. Co. (see St. Louis)		
Cameron, William Co.		Tracy-Locke-Dawson, Inc.
Gifford Co. (Cosmetic)		Tracy-Locke-Dawson, Inc.

WICHITA FALLS

Wichita Mill & Elevator Co.		Direct
Wichita Motors Co.	J. G. Culbertson	Direct

UTAH

OGDEN

Becker Mfg. Co.	Gus Becker	L. S. Gillham Co.
Utah Canning Co.	H. L. Herrington	L. S. Gillham Co.

SALT LAKE CITY

Baldwin Co., Nathaniel	David Neff	Stevens & Wallis, Inc.
Cook Coffee & Tea Co.		Stevens & Wallis, Inc.
Salt Lake City Cham. of Com.	Jos. Rayburn, Sec.	L. S. Gillham Co.

WASHINGTON

ABERDEEN

Pioneer Packing Co. (see Seattle)		H. K. McCann Co.

SEATTLE

Admiral Oriental Line		Lord & Thomas and Logan
Associated Salmon Packers		Strang & Prosser
Boeingair Transport Co.		Botsford-Constantine Co.
Carnation Milk Prods. Co.		Izzard Co.
Crescent Mfg. Co. (Mapleine)	Miss M. K. Look	Botsford-Constantine Co.
Fruit Dist. Co.	John A. Meade	
Great Northern R. R.	C. W. Meldrum	Altnow-Singleton Co.
Imperial Candy Co.	T. J. Parry	Tom Jones Parry
Kobi Co., J. W.	J. J. Wittwer	H. K. McCann Co.
Pacific Northwest Boxed Apples, Inc.	Thos. B. Hill	
Pacific Coast Biscuit Co.	Chas. M. Thomsen	Botsford-Constantine Co.
Pacific Steamship Co.	Grant McMicken	Milne-Ryan-Gibson
Pioneer Packing Co.	G. P. Halferty	H. K. McCann Co.
R. M. B. Laboratories		J. F. Held Adv. Co.
Rite-Grate Shingle Assn.	J. R. Blunt	Izzard Co.
Royal Mail Steam Packet Co.	Ray Andrews	Botsford-Constantine Co.
Seattle Chamber of Commerce	Harold Crary	
Washington Boxed Apple Bureau		Izzard Co.
West Coast Lumber Trade Ext. Bur. (Long View, Wash.)	Col. W. B. Greeley	Botsford-Constantine Co.

SPOKANE

Tru-Blu Biscuit Co.		Tomowske Agcy.

TACOMA

Oriole Candy Co.	J. C. Haley	J. Wm. Sheets, Inc.
Pacifica Coast Gypsum Co.	J. A. Seifert	Milne-Ryan-Gibson, Inc.
Rogers Co.		Izzard Co.
Roman Meal Co.	W. E. Barnum	Milne-Ryan-Gibson, Inc.
Wheeler Osgood Co.	Geo. Asgood	Botsford-Constantine Co.

WALLA WALLA

Ass'td. Prune Growers & Shippers		Izzard Co.

WENATCHEE

Skookum Packers Assn.	H. L. Miller, R. E. Hanley	Izzard Co.
Wenatchee Dist. Co-op. Assn.	C. E. White	Honig Cooper Co.

YAKIMA

Yakima Fruit Growers Assn.	Ralph Ballard	Izzard Co.

WISCONSIN

APPLETON

Scolding Locks Hairpin Co.	Ernest H. Krug	Critchfield & Co.

BEAVER DAM

Malleable Iron Range Co.		Matteson-Fogarty-Jordan

(Continued on page 242)

IMPORTANT BUYERS OF DAILY NEWSPAPER SPACE

(Continued from page 241)

Advertiser	In charge of Advertising	Agency
BELOIT		
Warner Mfg. Co.	A. P. Warner	Kling-Gibson Co.
CHIPPEWA FALLS		
Chippewa Springs Corp.	H. P. Watson	Kraff Adv. Agcy.
CUDAHY		
Federal Rubber Co. (Badger Tires)		Burns Hall Co.
DELAVAN		
Bradley Knitting Co.	R. F. MacDonald	Federal Adv. Co.
FOND DU LAC		
Bonita Candy Co. (Leaping Lena)		Cramer-Krasselt Co.
FORT ATKINSON		
Jones Dairy Farm	P. W. Jones (Pres.) A. P. Jones (V. P.)	Direct
Mussehl & Westphal	C. J. Mussehl	Klau-Van Pietersom-Dunlop-Younggreen, Inc.
GREEN BAY		
Ft. Howard Paper Co.	Ameil Umberham	Koch Company
Northern Paper Mills	L. G. Wood	Blackett-Sample-Hummert, Inc.
HARTFORD		
Kissel Motor Car Co.	R. C. Freitag	Green, Fulton, Cunningham Co.
JANESVILLE		
Hough Shade Co.	A. C. Hough	Brandt Adv. Co.
Lewis Knitting Co.	H. R. Clithera	Mitchell-Faust Co.
Parker Pen Co.	K. S. Parker B. M. Stone	Crowell, Crane, Williams & Co.
Raymond Porch Shade Co.		Brandt Adv. Co.
JEFFERSON		
Wisconsin Food Prods.		Klau-Van Pietersom-Dunlap-Younggreen, Inc.
KENOSHA		
Allen-A. Co.	D. K. Newell	Blackett-Sample-Hummert, Inc.
Cooper Underwear Co.	R. S. Cooper	Floyd Short & Partners
Nash Motors Co.	Ellis J. Travers	The Green - Fulton - Cunningham Co.
KEWANEE		
Leyse Alum. Co.		Ruthrauff & Ryan
LA CROSSE		
Heileman Brew. Co.	Theo. D. Solie	Direct
MADISON		
Burgess Battery Co.	C. F. Burgess	Fred A. Robbins, Inc.
French Battery & Carbon Co.	J. A. Hamilton	McJunkin Adv. Co.
General Laboratories Co.	S. H. Crounse	Chas. H. Touzalin Co.
Golden Key Milk Prods. Co.		Olsen & Enzinger
Hollister Laboratories	J. L. Starr	Direct
MANITOWOC		
Aluminum Goods Mfg. Co.	Chas. L. Sutter (Adv. Mgr.) W. H. Watson (Asst.)	Erwin, Wasey & Co. Sheridan, Shawhan & Sheridan, Inc.
MILWAUKEE		
Adler & Sons Clothing Co., David	Harry L. Markwell	Olson & Enzinger
Allen-Bradley Co.	F. F. Loock	A. H. Fensholt
Allis-Chalmers Mfg. Co.	A. K. Birch	Freeze, Vogel, Crawford, Inc.
Ambrosia Chocolate Co.	O. J. Schoenleber	The Koch Co.
American Candy Co.	Louis Kuhn	The Koch Co.
American Appraisal Co.	H. B. Hall	Buchen Co.
Blatz Brewing Co., Val.	M. S. Metzler	Klau-Van Pietersom-Dunlap-Younggreen, Inc.
Braumeister Ind. Prod. Co.	Harry E. Biels	J. R. Hamilton Co. Freeze, Vogel, Crawford, Inc.
Campfire Co. (moved to Boston, Mass.)		N. W. Ayer & Son
Carrolya Co. of America, The	C. K. Burton (Gen. Sales Mgr.) W. W. Carroll (V. P. & Gen. Mgr.)	Reed G. Landis Co.
Eagle Knitting Mills	David Karger	Klau-Van Pietersom-Dunlap-Younggreen, Inc.
Eagle Lye Works	I. J. Myers	Klau-Van Pietersom-Dunlap-Younggreen, Inc.
Edmonds Shoe Co.	W. H. Zumwinkel	Koch Co.
Eline Co., Inc.	D. J. O'Sullivan	Direct
Everwear Hosiery Co.	A. L. Eller	McJunkin Adv. Co.
Frank Pure Food Co.	A. A. Huppert	The Koch Co.
Hansen Mfg. Co., O. C.	R. W. Genske	Blackett-Sample-Hummert, Inc.
Harley-Davidson Motor Co.	Arthur Davidson	Klau-Van Pietersom-Dunlap-Younggreen, Inc.
Hearwell Co.		Nelson-Chesman & Co.
Holeproof Hosiery Co. (moved to New York City)		Lord & Thomas and Logan
Home Incinerator Co.	A. A. Naulin (Pres.) W. R. Lacey (V. P. Chg. Adv.)	Erwin, Wasey & Co.
Jewett & Sherman Co.	Lewis Sherman	Klau-Van Pietersom-Dunlap-Younggreen, Inc.
Johnston Co., Robt. A.	W. V. Johnston	Klau-Van Pietersom-Dunlap-Younggreen, Inc.
Kiel Furniture Co.		R. E. Sandmeyer Co.
Krause Milling Co., Chas. A.	Chas. A. Krause	Cramer-Kresselt Co.
Magnesia Products Co.	Geo. A. West	The Koch Co.
Marquette University	Robt. Haukohl	Freeze-Vogel & Crawford
Mayer B., & Shoe Co. (Galmore)		
Miessner Piano Co.		Olson & Enzinger
Miller High-Life Co.	W. E. Gilbert	Direct
Mi-Lola Cigar Co.	W. N. Fitzgerald	The Koch Co.
Milwaukee Air Power Pump Co.	J. B. Ball	Olsen & Enzinger
Milwaukee Drug Co.	W. B. Strong	Vanderhoof & Co.
Milwaukee Hosiery Co.	J. Zans Paul Koch	Sehl Adv. Agcy.
Milwaukee Importing Co.	C. H. Kinneke	The Koch Co.
Milwaukee Tank Works	H. F. Ford	Klau-Van Pietersom-Dunlap-Younggreen, Inc.
Mint-O-Lax, Inc.		The Koch Co.
Mueller Furnace Co., L. J.	L. J. Mueller B. P. Brehm	Klau-Van Pietersom-Dunlap-Younggreen, Inc.
National Enameling & Stamp. Co.	A. M. Candee	Klau-Van Pietersom-Dunlap-Younggreen, Inc.
Pabst Co.	Fred Pabst, Jr. J. N. Dribben	Olsen & Enzinger
Patton Paint Co. (Pitts. Plate Glass)		Burns-Hall Co.
Phoenix Hosiery Co.	J. G. Koch	Evans-Leslie-Ellis Co.
Reliable Knitting Works	Armin Rosenberg	Carroll Dean Murphy, Inc.
Sperry Candy Co.	F. F. Foster	Direct
Schlitz Beverage Co.	Walter Schlinert	The Koch Co.
Stanz Co., H. B.	H. B. Stanz	Direct
Tharinger Macaroni Co.	Wm. A. Tharinger	The Koch Co.
Union Oil Co.		Mottram, Inc.
Victor Knitting Mills	Munroe Cohen	Direct
Wadhams Oil Co.	C. G. Kettinger	Burns-Halls Co.
Yahr Lange, Inc.	Fred E. Yahr	Klau-Van Pietersom-Dunlap-Younggreen, Inc.
Zemento Co.	Chas. H. Rowan	Guenther-Bradford Co.
MOSINEE		
Wausau Sulphite Paper Co.	Geo. K. Gibson	Bailey-Walker-Tuttle Co.
NEENAH		
Jersild Knitting Co.	W. I. Pearson	Walter E. Hardy, Inc.
Kimbark Rug Co.	H. Price	Henri, Hurst & McDonald
Kimberly Clarke Co.	John Sensenbrenne	Ferry-Hanly Co.
National Fiber Textile Co.	A. M. Semons	Henri, Hurst & McDonald
Neenah Paper Co.	K. Stuart	Benson, Gamble, Johnson & Read
OCONOMOWOC		
Carnation Milk Products Co.	Stanley D. Roberts	Erwin Wasey & Co.
OSHKOSH		
Deltox Grass Rug Co.	H. L. Roth	Edwards, Ewing & Jones
Northern Hemlock & Hardwood Mfrs. Assn.	O. T. Swan	Jewell F. Stevens Co.
Waite Grass Rug Co.	O. T. Waite	Shuman-Haws
RACINE		
Ajax Rubber Co.	Mrs. Towne	Geo. Harrison Phelps
Alshuler Mfg. Co., Chas.	E. M. Hollister	Cramer-Krasselt Co.
Case Plow Works, J. I.	H. M. Wallis	Klau-Van Pietersom-Dunlap-Younggreen, Inc.
Case Threshing Machine Co., J. I.	F. A. Wirt	Western Adv. Agcy.
Hamilton Beach Mfg. Co.	W. S. Etheridge	Western Adv. Agcy.
Hartman Trunk Co.	H. J. Dewey	H. W. Kastor & Sons Co.
Hilker-Wiecher Mfg. Co.	W. F. Hilker	
Horlick's Malted Milk Co.	C. N. Palmer	J. Walter Thompson Co.
Instant Freeze Co.		The Koch Co.
Johnson & Son, S. C.	H. F. Johnson (Pres.)	Chas. Daniel Frey Co.
Racine Rubber Co. (Ajax, N. Y.)		Geo. Harrison Phelps Co.
Stover Signal & Engin. Co.	R. A. Stover	The Koch Co.
Wheary Trunk Co.	K. E. Maxon	W. H. Rankin Co.
RHINELANDER		
Rhinelander Refrig. Co.	R. A. Riek	Klau-Van Pietersom-Dunlap-Younggreen, Inc.
Wisc. Land O'Lakes Assn.	E. O. Barstow	Storey-Bellack Co.
RIPON		
Barlow & Seelig Mfg. Co.	M. R. Scott	Dean W. Geer Co.
SHEBOYGAN		
Danish Pride Cond. Milk Co.		Direct
Enz-O-Jell Co.	J. F. Enz	Direct
Sheboygan Coaster & Wagon Wks.	A. F. Bentel	Klau-Van Pietersom-Dunlap-Younggreen, Inc.
WAUSAU		
Marathon Battery Co.		The Buchen Co.
WAUKESHA		
Areoshade Co.	E. R. Kimball	Klau-Van Pietersom-Dunlap-Younggreen, Inc.
Sunlite Desert Co. (W. F. Brand)	J. A. Van Ess	Faxon, Inc.
Thompson's Malted Milk Co. (bought by Borden Co., N. Y.)	L. M. Thompson	J. R. Hamilton Adv. Agcy.
Waukesha Jelly Powder Co.	Fred S. Glidden	The Koch Co.
WEST BEND		
West Bend Alum.	W. E. Malzahn	Cramer Krasselt Co.
WHITEWATER		
Century Pen Co.	J. W. Downing	Direct

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Use it to locate a position or to secure employes.

Use it to sell Used Equipment or to obtain desired units.

Use it to sell Special Services, Syndicate Features, or original ideas.

Use it to buy or sell a Newspaper or to locate any kind of an opportunity.

Editor & Publisher Classified has a record as a result-producer. Consult the

CLASSIFIED SERVICE

ESTIMATED 1927 NEWSPAPER NATIONAL ACCOUNTS.

Compiled by Bureau of Advertising, A. N. P. A.

A. B. Stove Co.	$ 80,000
Ajax Rubber Co., Inc.	200,000
Allaire-Woodward & Co.	50,000
All Year Club of Southern California	185,000
Aluminum Cooking Utensil Co.	200,000
Ambassador Hotels System	100,000
American Bond & Mortgage Co.	350,000
American Bosch Magneto Corp.	100,000
American Chicle Co.	180,000
American Cigar Co.	200,000
American Cranberry Exchange	200,000
American Express Co.	110,000
American Lead Pencil Co.	80,000
American Nokol Co.	*100,000
American Radiator Co.	130,000
American Safety Razor Corp.	175,000
American Tobacco Co.	5,000,000
Andrea, F. A. D., Inc.	200,000
Anheuser-Busch, Inc.	500,000
Anthracite Coal Operators	*205,000
Armour & Co.	575,000
Armstrong Cork Co.	425,000
Associated Oil Co.	150,000
Atchison, Topeka & Santa Fe R. R.	500,000
Atwater Kent Manufacturing Co.	500,000
Auburn Automobile Co.	*600,000
Auerbach, D. & Sons	140,000
Austin, Prof. John H.	50,000
Babbitt, B. T., Inc.	250,000
Baltimore & Ohio R. R. Co.	300,000
Bank of Italy	150,000
Barrett Co.	60,000
Bauer & Black	100,000
Bayuk Cigars, Inc.	265,000
Best Foods, Inc.	100,000
Blooser Co.	65,000
Bohn Refrigerator Co.	55,000
Borden Co.	240,000
Boston and Maine R. R.	50,000
Bowersock Mills & Power Co.	100,000
Bowman Hotels	100,000
Brunswick-Balke-Collender Co.	300,000
Buick Motor Co.	1,200,000
Burgess Battery Co.	100,000
Burke, Edward & John	50,000
Butterfield, Fred, & Co., Inc.	50,000
Butterick Pub. Co.	185,000
Cadillac Motor Car Co.	750,000
Caldwell, J. E., & Co.	70,000
California Fruit Growers Exchange	185,000
California Packing Corp.	225,000
Calumet Baking Powder Co.	1,500,000
Canada Dry Ginger Ale, Inc.	1,000,000
Canada Steamship Lines	100,000
Cantilever Co.	50,000
Carbide & Carbon Chem. Co.	60,000
Carbona Products Co.	80,000
Carleton & Hovey Co.	200,000
Celotex Co.	240,000
Champion Spark Plug Co.	135,000
Cheek-Neal Coffee Co.	500,000
Chevrolet Motor Co.	*4,000,000
Chicago, Burlington & Quincy R. R.	325,000
Chicago Great Western R. R.	100,000
Chicago, Indianapolis & Louisville R. R.	50,000
Chicago, Milwaukee, St. Paul & Pacific R. R.	300,000
Chicago, Rock Island & Pacific R. R.	225,000
Chicago & Northwestern R. R. Co.	285,000
Chrysler Sales Corp.	*1,200,000
Clark, Frank & Co.	100,000
Clicquot Club Co.	250,000
Climaline Co.	90,000
Cluett, Peabody & Co.	150,000
Coco Cod Corp.	125,000
Coca-Cola Co.	240,000
Cohen Goldman & Co.	225,000
Columbia Phonograph Co., Inc.	300,000
Compagnie Generale Transatlantique	125,000
Compton, Wm. R., Co.	65,000
Congoleum Nairn, Inc.	330,000
Consolidated Shingle Mills of British Columbia, Ltd.	50,000
Continental Oil Co.	240,000
Continental Tobacco Co.	250,000
Continental & Commercial Natl Bank	125,000
Copelands Products, Inc.	*100,000
Copper & Brass Research Assn.	125,000
Corn Products Refining Co.	420,000
Coty, Inc	550,000
Crescent Manufacturing Co.	50,000
Crosse & Blackwell, Inc.	60,000
Cudahy Packing Co.	250,000
Cunard S. S. Co.	310,000
Cunningham, E. T., Inc.	200,000
Dearborn Supply Co.	110,000
Delaware, Lackawana & Western R. R. Co.	125,000
Devoe & Raynolds Co.	115,000
Dixie Route (including C. & E. I., L. & N., and N. C. & St. L. R. R.)	100,000
Dodge Bros., Inc.	*2,000,000
Doherty, H. L. & Co. & Cities Service Co.	875,000
Dollar Steamship Line & American Mail	85,000
Domestic Sewing Machine Co.	200,000
Douglas, W. L., Shoe Co.	200,000
Duz Co.	175,000
Edison Electric Appliance Co.	175,000
Edison, Thomas A., Inc.	110,000
Electric Household Utilities Corp.	*500,000
Electric Refrigerator Corp.	300,000
Endicott-Johnson Corp.	160,000
Eureka Vacuum Cleaner Co.	200,000
Falcon Motors Corp.	400,000
Fansteel Products Co., Inc.	200,000
Farrand Manufacturing Co.	80,000
Federal Brandes, Inc.	600,000
Federal Radio Corp.	150,000
Firestone Tire & Rubber Co.	1,000,000
Fisk Tire Co., Inc.	450,000
Fitger Co.	125,000
Flaxlinum Insulating Co.	60,000
Fleischmann Co.	1,000,000
Florence Stove Co.	70,000
Ford Motor Co.	*2,000,000
Forhan Co.	350,000
Franklin Automobile Co.	245,000
Freed-Eiseman Radio Corp.	125,000
French Battery Co.	100,000
French Lick Springs Hotel Co.	175,000
Freshman, Chas., Co.	*400,000
Frigidaire Corp.	1,500,000
Fuller, W. P., Co.	70,000
Furness Bermuda S. S. Lines	150,000
Gardner Motor Car Co., Inc.	200,000
General Cigar Co.	950,000
General Electric Co.	*800,000
General Motors Corp. (Institutional)	1,000,000
General Petroleum Co.	125,000
General Tire & Rubber Co.	*250,000
Gets It, Inc.	150,000
Ghiradelli, D., Co.	50,000
Gilbert, A. C., Co.	60,000
Gilpin Langdon Co.	300,000
Glenwood Range Co.	65,000
Goodrich, B. F., Rubber Co.	*400,000
Gorton-Pew Fisheries Co., Ltd.	100,000
Gossard, H. W., Co.	70,000
Graham Bros.	250,000
Graybar Electric Co.	200,000
Greater Vancouver Publicity Bureau	50,000
Great Northern Ry. Co.	210,000
Gulden, Chas., Inc.	130,000
Gulf Refining Co.	50,000
Haag Bros. Co.	50,000
Hamm Co.	50,000
Hanes, P. H. Knitting Co.	110,000
Hart Schaffner & Marx	700,000
Hecker H-O Co., Inc.	250,000
Heinz, H. J., Co.	600,000
Hertz Driv-ur-self Stations, Inc.	50,000
Hills Brothers Co.	250,000
Hires, Chas. E. & Co.	270,000
Holeproof Hosiery Co.	60,000
Holland Furnace Co.	160,000
Hollywood Resort & Industrial Board	100,000
Hopper, Edna Wallace, & Co.	300,000
Horlick's Malted Milk Co.	150,000
Hudson Motor Car Co.	800,000
Hupp Motor Car Corp.	500,000
Illinois Central R. R. System	375,000
India Tea Growers	200,000
Institute of American Meat Packers	175,000
International Cement Corp.	100,000
International Harvester Co.	265,000
International Mercantile Marine Co.	460,000
Interwoven Stocking Co.	80,000
Iron Mountain Co.	*70,000
Johns-Manville Co.	250,000
Kayser, Julius, & Co.	275,000
Kellogg Co.	2,000,000
Kellogg Switchboard & Radio	250,000
Kelly Springfield Tire Co.	90,000
Kirk, James S., & Co.	175,000
Kissel Motor Car Co.	*95,000
Kleinert, I. B., Rubber Co.	50,000
Kolynos Co.	150,000
Kops Bros., Inc.	155,000
Kotex Co.	1,000,000
Knox Gelatine Co.	65,000
Kraft Cheese Co.	250,000
Kuppenheimer, B., & Co.	250,000
Lambert Pharmacal Co.	2,000,000
Lamport & Holt Line	50,000
Larus & Bros. Co.	170,000
Lehigh Valley R. R. Co.	150,000
Lehn & Fink Prducts Co.	230,000
Lever Bros. Co.	2,000,000
Lewis, I. Cigar Co.	60,000
Liberty Magazine	150,000
Liggett & Myers Tobacco Co.	3,000,000
Lippincott, J. B., Co., Inc.	50,000
Lipton, Thomas J., Inc.	150,000
Literary Digest	420,000
Loft, Inc.	240,000
Long Island Duck Growers Assn.	60,000
Loose-Wiles Biscuit Co.	200,000
Lorillard, P., Co.	2,000,000
Lorraine Corp.	60,000
Los Angeles S. S. Co.	125,000
McAlpin-Martinque Hotels	50,000
McCall Co.	70,000
Macfadden Publications	550,000
Mallory Hat Co.	105,000
Manhattan Soap Co.	130,000
Marmon Motor Car Co.	400,000
Maybelline Co.	50,000
Maytag Co.	*1,500,000
Meadows Mfg. Co.	150,000
Mello-Glo Co	120,000
Metropolitan Life Insurance Co.	125,000
Miller Rubber Co.	140,000
Missouri, Kansas & Texas R. R.	50,000
Missouri Pacific Lines	225,000
M. J. B. Co.	150,000
Monolith Portland Cement Co.	50,000
Munson S. S. Lines	100,000
National Biscuit Co.	600,000
National Carbon Co.	300,000
Nestles Food Co.	100,000
New England Confectionery Co.	50,000
New York Central Lines	375,000
Nicholson File Co.	50,000
Northern Pacific R. R. Co.	220,000
North German Lloyd S. S. Co.	100,000
Northwestern Yeast Co.	250,000
Oakite Products, Inc.	50,000
Oakland Motor Car Co.	*3,000,000
Olds Motor Works	1,000,000
Orange Crush Co.	150,000
Orphos Co.	155,000
Pabst Corp.	125,000
Pacific Coast Biscuit Co.	175,000
Pacific States Electric Co.	75,000
Pacific Steamship Co.	100,000
Palmolive-Peet Co.	550,000
Pan American Petroleum Co.	75,000
Paraffine Companies, Inc.	100,000
Paris Toilet Co.	185,000
Parker Pen Co.	210,000
Parker-Regan Corp.	75,000
Peerless Motor Car Co.	500,000
Pennsylvania R. R. Co.	250,000
Pennzoil Co.	75,000
Pepsodent Co.	950,000
Perfection Stove Co.	210,000
Peterman, Wm., Inc.	140,000
Petroleum Heat & Power Co.	65,000
Philadelphia Storage Battery Co.	520,000
Phoenix Hosiery Co.	150,000
Pierce-Arrow Motor Car Co.	400,000
Pillsbury Flour Mills Co.	200,000
Pines Winterfront Co.	160,000
Pittsburgh Plate Glass Co.	175,000
Polk Miller Drug Co.	50,000
Ponds Extract Co.	235,000
Portland Cement Assn.	320,000
Porto Rican Tobacco Co.	50,000
Postum Cereal Co., Inc.	750,000
Potter Drug & Chemical Co.	800,000
Pratt Food Co.	50,000
Proctor & Gamble Co.	1,000,000
Prudential Insurance Co. of America	110,000
Pure Oil Co.	475,000
Puritan Malt Extract Co.	400,000
Quaker Mfg. Co.	50,000
Quaker Oats Co.	900,000
Quinby, W. S., Co.	145,000
Radio Corporation of America.	850,000
Raladam Co.	400,000
Ralston Purina Co.	165,000
Regal Shoe Co.	250,000
Reliance Mfg. Co.	80,000
Reo Motor Car Co.	500,000
Resinol Chemical Co.	300,000
Reynolds, R. J., Tobacco Co.	3,000,000
Richfield Oil Co.	75,000
Salada Tea Co.	500,000
Samson Tire & Rubber Corp.	60,000
Schilling, A., & Co.	100,000
Scholl Mfg. Co.	200,000
Scott & Bowne	400,000
Seaboard Air Line Ry. Co.	70,000
Sheaffer, W. A., Pen Co.	300,000
Shell Co. of California	100,000
Shredded Wheat Co.	350,000
Shreve, Crump & Low Co.	65,000
Silent Automatic Burner Corp.	100,000
Simmons Co.	480,000
Sinclair Refining Co.	200,000
Smith, L. C., Corona Typewriters, Inc.	90,000
Snider, T. A., Preserve Co.	75,000
Sonora Phonograph Co., Inc.	55,000
Southern Cotton Oil Trading Co.	400,000
Southern Pacific Co.	600,000
Spalding, A. G., Bros.	300,000
Squibb, E. R., & Sons	800,000
Standard Cap & Seal Co.	60,000
Standard Oil Co. of California	200,000
Standard Oil Co. (Indiana)	2,000,000
Standard Sanitary Mfg. Co.	250,000
Stein, A., & Co.	150,000
Steinite Laboratories	130,000
Stransky, J. A., Mfg. Co.	150,000
Straus, S. W. & Co.	350,000
Stromberg-Carlson Telephone Mfg. Co.	330,000
Stuart, F. A., Co.	355,000
Studebaker Corp.	2,500,000
Sullivan, R. G.	110,000
Sunland Sales Cooperative Assn.	50,000
Swedish American Line	50,000
Swisher, John H. & Son	120,000
Syracuse Washing Machine Co.	100,000
Texas Co.	350,000
Thatcher Co.	60,000
Thermo Mills, Inc.	50,000
Thompson Malted Food Co.	200,000
Tidewater Oil Sales Corp.	400,000
Toddy, Inc.	100,000
Union Oil Co.	165,000
Union Pacific System	550,000
United Fruit Co.	125,000
U. S. Rubber Co.	825,000
Vacuum Oil Co.	450,000
Val Blatz Brewing Co.	225,000
Van Ess Laboratories, Inc.	100,000
Van Slyke, G. W. & Horton, Inc.	85,000
Velie Motors Corp.	130,000
Vick Chemical Co.	200,000
Victor Talking Machine Co.	375,000
Wabash Railway Co.	120,000
Wander Co.	240,000
Warner Bros. Pictures, Inc.	230,000
Washburn Crosby Co.	50,000
Waterman, L. E., Co.	140,000
Weeks Super Carburetor Co.	70,000
Western Auto Supply Agency.	350,000
Western Clock Co.	160,000
Westinghouse Electric & Mfg. Co.	1,500,000
Wheatsworth, Inc.	50,000
White Co.	100,000
White Rock Mineral Springs	80,000
Willard Storage Battery Co.	175,000
Willys-Overland, Inc.	*1,500,000
Worcester Salt Co.	50,000
Wrigley, Jr., Wm., & Co.	100,000
Zenith Radio Corp.	200,000

*Includes Dealer Co-operative Advertising.

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Los Angeles Advertising Association of Women:—Pres., Mrs. Nancy Baker Tompkins, Zellerbach Paper Company, 220 S. Los Angeles St. Sec., Miss Clara Morley, 220 S. Los Angeles St. Program Chairman, Miss Helen P. Goss, Adv. Dept., Barker Brothers, 840 W. 7th St. Meets second Monday noon and fourth Thursday evening (dinner) Women's Athletic Club, Sept. 10 to June 26.

Gamma Alpha Chi, University of Southern California: — Address all correspondence to National Treasurer, Miss Norma Carpenter, 1616 G. Street, Lincoln, Nebraska.

Advertising Club of Modesto:—Pres., Lon Cleveland, Cleveland Outdoor Advertising Co. Sec., K. W. Pike, Kelton Pike Advertising Service. Program Chairman, . . . Meets every Monday, noon, Hotel Modesto, Oct. to July.

Advertising Club of Oakland, 1605 Tribune Tower:—(Address all communications to club office.) Pres., Arthur E. Caldwell, Oakland Bank, 1200 Broadway. Sec.-Treas., Harry R. Schroeter, Clay, Hotchkiss & Schroeter, Plaza Bldg. Program Chairman, Mrs. Lela M. Huey, Sherman Clay & Co., 14th and Clay Sts. Meets every Tuesday noon, South Room, Hotel Oakland, all year.

The Stamford Advertising Club of Palo Alto:—Pres., Ed Zwierlein. Sec., J. Paul Moore. Palo Alto Times, P. O. Box 427. Program Chairman, . . . meets bi-weekly at noon, Cardinal Hotel, 1st week in October till 3rd week in June.

Advertising Club of Pasadena, P. O. Box 537, Station B:—(Address secretary at headquarters.) Pres., W. S. Kellogg, Mgr. Pasadena Evening Post. Sec., Charles E. Sydnor, Pasadena Junior College. Program Chairman, Charles E. Sydnor. Meets Monday noon in winter, once a month evenings in summer.

Advertising Club of Sacramento:—Pres., Art Strader, Forum Bldg. Sec., H. W. Leonard, 800 Capital Nat. Bank Bldg. Program Chairman, address secretary. Meets every Tuesday, 12:15, Senator Hotel, Sept. 4 to July 3.

Advertising Club of San Diego, Inc., 401 Southern Title Bldg:—(Address secretary at headquarters.) Pres., Roy E. Hegg, San Diego Building & Loan Assn., 940 Third St. Sec., C. S. Gurley, Mgr. San Diego Better Business Bureau. Exec. Sec., Miss Cecile M. Keith, 401 Southern Title Bldg. Program Chairman, Clyde Freeman, Adv. Mgr., The Bledsoe Co., 1101 Sixth St. Meets every Wednesday noon, U. S. Grant Hotel, Aug. 15 to July 15.

Advertising Club of San Francisco, 74 New Montgomery St.—(Address officers at headquarters.) Pres., Walter A. Folger, Pacific Tel. & Tel. Company, 140 New Montgomery St. Exec. Sec., Florence Gardner, 74 New Montgomery St. Program Chairman, Fred Keast, H. S. Crocker Company, 565 Market St. Meets every Wednesday, 12:15, Palace Hotel Ballroom, all year.

Advertising Club of Stockton, P. O. Box 520:—Pres., E. A. Simard, Simard & Mathes

(*Continued on page 246*)

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ADVERTISING CLUBS OF U. S. AND CANADA

(Continued from page 245)

Printers. Sec., Mrs. Louis Deimel, Humphreys & Matthews Adv. Agency, P. O. Box 520. Program Chairman appointed monthly. Meets every Friday, 12:15, Stockton Hotel, all year.

Colorado

Advertising Club of Boulder:—Pres., F. E. G. Ronsboldt, 1920 Twelfth St. Sec., Max Benson, Hub Clothing Store. Program Chairman, Lloyd Hamilton, 1316 Pearl. Meets first and third Monday of the month, Hotel Boulderado, 6:30 P. M.

Advertising Club of Colorado Springs:—Pres., H. H. Garnett, Adv. Mgr., Gazette & Telegraph, 18 E. Pikes Peak Ave. Sec., H. L. Snow, 224 N. Tejon St. Program Chairman, R. B. Frost, Adv. Mgr., Giddings & Kirkwood Dry Goods Co., Tejon at Kiowa. Meets second and fourth Tuesdays each month, 6:30 P. M., Ann Louise Banquet Room, Sept. 11 to June 26.

Advertising Club of Denver:—Pres., Allan B. Spencer, Asst. Pub. Director, Public Service Co. of Colorado. Sec., John L. Jenkins, The Bunge-Emerson Company, 2235 Arapahoe St. Program Chairman, Miss Mattie Durkee, Durkee's Cosmopolitan Shop, Cosmopolitan Hotel. Meets every Tuesday, 12:10, Chamber of Commerce Dining Room, all year.

Advertising Club of Greeley care of Chamber of Commerce 625 8th Ave.:—Pres., J. E. Looney, Chief Clerk, Home Gas & Electric Co., P. O. Box 1302. Sec., Lloyd A. Farr, care Philips Jansson, Inc., 820 9th St. Program Chairman, W. S. Garnsey, Jr., Garnsey & Wheeler Motor Co., 1100 8th Ave. Meets second Tuesday, 6:00 P. M. Rex Cafe, Sept. to June.

Advertising Club of Pueblo:—Pres., R. S. McIllwaine, Nonpareil Baking Co., 512 W. Northern Ave. Sec., Mrs. F. L. McBean, Asst. Mgr. The Pueblo Mercantile & Credit Assn., P. O. Box 558. Program Chairman, . . . Meets every Monday 12:15, Commerce Club Dining Room, Sept. 3 to July 2.

Connecticut

Advertising Club of Bridgeport: — Pres., Leonard T. Brown, C. E. Dartt Paper Company, 105 Wentworth St. Sec., Claudies B. Hermanson, Frank H. Fargo Company, Broad St. Program Chairman, Lura E. Abell, 62 Rowsley St. Meets every Tuesday, 12:15, Stratfield Hotel, all year.

Advertising Club of Danbury:—Pres., Frank W. Hanson, Helms Music Store, 221 Main. Sec., H. J. De Puy, Adv. Mgr., Danbury News, 288 Main. Program Chairman, C. J. Fisher, Mgr., Kresge Company. Meets every other Monday, 12:30, Hotel Green, all year.

Hartford Advertising Club, Hotel Bond:—Pres., F. S. Montgomery, Vice Pres. & Treas., The Walter A. Allen Agency, Inc., 43 Farmington Ave. Sec., John H. Jamison, Vice Pres and Gen. Mgr., The Graphic Arts Company, 181 High St. Program Chairman, A. G. Dugan, Jr., Hartford Fire Insurance Co., 690 Asylum Ave. Meets every Tuesday, 12:15, Hotel Bond, Sept. 4 to June 5.

Advertising Club of New Haven:—Pres., A. W. Lembach, Wilson H. Lee Co. Sec., Raymond E. Hegel, Chamber of Commerce. Program Chairman, P. C. Schaffner, Wilson H. Lee Advertising Service. Meets every Monday noon, Roger Sherman Restaurant, College St., all year.

Advertising Club of Waterbury: — Pres., Eugene T. Oviatt, 158 Grand St. Sec., Helen M. Hurley, Asst. Sec., Waterbury Chamber of Commerce. Program Chairman, P. C. Harrison, Connecticut Light & Power Company.

Delaware

Advertising Club of Wilmington:—Pres., J. G. Craig, Citizens Bank Bldg. Sec., Ralph Dinsmore, care of Charles Warner Company, Tenth and King Sts. Program Chairman, E. A. Munch, care of Crosby & Hill Company. Meets last Friday each month, 6:30, Hotel du Pont Biltmore, September through May.

District of Columbia

Advertising Club of Washington:—Pres., Ernest Johnston, Washington Post, 14th & Pennsylvania Ave., N. W. Sec., Marguerite L. Sitgreaves, Sitgreaves Advertising, 309 Star Bldg. Program Chairman, F. P. Guthrie, Radio Corporation of America, 1110 Connecticut Ave. Meets every Tuesday, 12:30, National Press Club, Sept. through May.

Florida

Advertising Club of Jacksonville:—Pres., Noble Enge, Enge Studios, Florida Theatre Bldg. Sec., Harry E. Burns, Harry E. Burns & Company, Greenleaf & Crosby Bldg. Program Chairman, R. W. Pierce, Claude Nolan Company, Main & Orange Sts. Meets every Monday, 12:30, George Washington Hotel, all year.

Advertising Club of Miami, Room 304 Hotel Alcazar, 500 Biscayne Boulevard:—(Address officers at headquarters.) Pres., Henry J. Smith, Managing Director, Hotel Alcazar. Exec. Sec., A. C. Smith, 304 Hotel Alcazar. Program Chairman. Address the Executive Secretary. Meets every Tuesday, 12:15, Hotel Alcazar, all year.

Orlando and Orange County Advertising Club:—Pres., Frank T. Hastings, Adv. Mgr., Orlando Morning Sentinel. Sec., W. R. Mandelcorn, Sec. Retail Merchants' Assn. of Orlando, Box 1121. Program Chairman, B. R. Walzer, Publisher, What's What in Orlando, Box 201. Meets every Thursday, 12:15, Orlando Chamber of Commerce Bldg., all year.

Advertising Club of St. Petersburg:—Pres., Hubert E. Leland, Pasadena Estates, Taylor Arcade. Sec., T. M. Griffith, Lesan Praigg Adv. Agency, 804 Times Bldg. Program Chairman, Carl Fritts, Roberts-Bize Motor Co., 1st Ave. and 13th St. North. Meets every Thursday, 12:15, Y. M. C. A. Bldg., Oct. through June.

Hawaii

Honolulu Advertising Club, 204 James Campbell Bldg.:—Pres., Worth O. Aiken, 82 Merchant St. Sec.-Treas., George A. Gonsalves, 204 James Campbell Bldg. Program Chairman, Wayne Stewart, Royal Hawaiian Transport Co., Royal Hawaiian Hotel. Meets every Wednesday noon, Alexander Young Hotel, all year.

Idaho

Advertising Club of Boise:—Pres., Ralph York, Syms-York Printing Co. Sec., F. A. Bartlett, Idaho Daily Statesman. Program Chairman, Roger Mendenhall, Pinney Theatre. Meets every Monday noon, Owyhee Hotel, second Monday in Sept. to last Monday in June.

Advertising Club of the University of Idaho:—Pres., Darius Davis, University of Idaho. Sec., Donna Newell, University of Idaho. Meets 1st Monday and 3rd Tuesday every month, 6 P. M., Oct. through May.

Illinois

Advertising Club of Aurora:—Pres., Jack Stowell, 12 La Salle St. Sec., L. C. Perrin, F. E. Royston & Co. Program Chairman, William F. Hichcock, Mercantile Block. Meets monthly, 6:30, Elks Club, Sept. to June.

Avertising Council of Chicago, Room 501, 10 S. La Salle St.:—Pres., Homer J. Buckley, Pres., Buckley, Dement & Co., 1300 W. Jackson Blvd. Sec., Dorothea Pfister, 10 S. La Salle St. Program Chairman, W. Frank McClure, Albert Frank & Company, 134 S. La Salle St. Meets every Thursday, 12:15, Red Room, Hotel La Salle, Sept. to June.

Women's Advertising Club of Chicago:—Pres., Mrs. Mary Derbyshire, J. M. Bundscho, Inc., 65 E. South Water St. Sec., Miss Marie E. Nyhan, Buckley, Dement & Co., 1300 Jackson Blvd. Program Chairman, Miss Letitia Chaffee, The Chicago Tribune, 910 Tribune Tower. Meets first and third Tuesday every month, 6:30 P. M., Congress Hotel, Sept. through June.

Peoria Advertising and Selling Club:—Pres., Frank J. Stewart, Kleins. Sec., Elkin Abele, Schwab's Printing Company. Program Chairman, . . . Meets every Monday noon, September through June.

Gamma Alpha Chi, University of Illinois:—Address all correspondence to National Treasurer; Miss Norma Carpenter, 1616 G Street, Lincoln, Nebraska.

Indiana

Advertising Club of Indianapolis, 1014 Merchants Bank Bldg.:—Pres., Albert O. Evans, Adv. Mgr., The Indianapolis Commercial, 314 E. Market S. Sec.-Mgr., Lester C. Nagley, 1014 Merchants Bank Bldg. Program Chairman, Address Secretary. Meets every Thursday 12:15, Columbia Club, all year.

Advertising Club of Lafayette:—Pres., Thomas Johnson, Purdue University, W. Lafayette. Sec., Cyrus H. Wooley, Northern Indiana Public Service Co., Sixth and Ferry St. Program Chairman, . . . Meets 2nd and 4th Thursday, 6:15 P. M., all year.

Advertising Club of Muncie.—Pres., Ray Applegate, Adv. Mgr., Maxon Premix Burner Co. Sec., D. F. Chalfant, Sales Mgr., Aladdin Mfg. Co. Program Chairman, Address the President. Meets every Friday 12:10, Y. M. C. A.

Iowa

Greater Cedar Rapids Advertising Club:—Pres., J. M. Ford, Adv. Mgr. Three Minute Cereals Company. Sec., M. H. Brebner, Adv. Mgr., Craemers Dry Goods Co. Program Chairman, Address Secretary. Meets every Friday, noon, Montrose Hotel, Sept. to June.

Advertising Club to Davenport: — Pres., Edward J. Otterbein, Sales Mgr., Peoples Light Co. Sec., Edgar H. Twamley, Radiophone WOC. Program Chairmen. Victor Martin, Davenport Democrat and Rudy Moritz, R. A. Moritz Adv. Agency, 1st Nat. Bank Bldg. (Alternate every 3 months.) Meets every Wednesday, noon, Davenport Chamber of Commerce, all year.

Advertising Club of Des Moines:—Pres., Norman L. Cassiday, Norman Cassiday, Inc. Sec., William A. Temple, Younker Bros., Inc. Program Chairman, Jean F. Carroll, Meredith Publications. Meets every Tuesday, noon, Younkers' Tea Room, all year.

Advertising Club of Muscatine:—Pres., J. M. Roth, Shell Stations, Hershey Bldg. Sec., G. J. Koenigsaecker, W. G. Block Co., Laurel Bldg. Program Chairman, Robert Roach, Roach Investment Co., Laurel Bldg. Meets every Wednesday noon, Hotel Muscatine, Sept. to May.

Kansas

Alpha Delta Sigma, Lou Holland Chapter, Lawrence:—Address all correspondence to the Grand Secretary, Arthur Hallam, Alpha Delta Sigma, University Extension Division, Madison, Wis.

Advertising Club of Wichita:—Pres., Ralph S. Hinman, Publisher, Price Current, 333 N. Market St. Sec., Harry R. Horner, President, Horner Love Print & Box Co., 116-118 S. Emporia St. Program Chairman, Address the secretary. Meets 2nd and 4th Tuesdays, noon, Lassen Hotel, all year.

Kentucky

Advertising Club of Louisville:—Pres., Alvin R. Magee, Courier-Journal and Louisville Times, 3rd and Liberty St., Sec., Henry C. Colgan, Colgan Letter Service, 318 Courier-Journal Bldg. Program Chairman, Karl Smith, Louisville Paper Co., 13th and Maple St. Meets every Monday, 12:15, Seelbach Hotel, Sept. through July.

Louisiana

Advertising Club of Baton Rouge:—Pres., E. T. Woolfolk, Globe Furniture Company. Sec., Alvin Meyer, State Times. Program Chairman, Lee Hague, Reymond Building. Meets Second and fourth Monday evening, State Times Building.

Advertising Club of New Orleans.—Charles C. Zatarain, E. A. Zatarain & Sons, 922 Vermont St. Canal and Carondelet Sts. Sec., James I. Smith, Asst. Adv. Dir., New Orleans Public Service Inc. Program Chairman, . . . Meetings are held bi-monthly, noon, all year.

Maryland

Advertising Club of Baltimore, Emerson Hotel, Calvert & Baltimore Sts.:—Pres., E. Lester Muller, Bus Mgr., Baltimore Catholic Review, 415 Cathedral St. Sec., Maude M. Schaefer, Emerson Hotel. Program Chairman, . . . Meets every Wednesday, 12:20, Emerson Hotel, all year.

Women's Advertising Club of Baltimore: — Pres., Katherine H. Mahool, Katherine Mahool Company, 12 E. Lexington St. Sec., Elizabeth Nash, E. C. Nash Advertising Service, 6 E. Pleasant St. Program Chairman, Mary Jane Durham, Adv. Mgr., Western Md. Dairy Company, 1125 Linden Ave. Luncheon 1st Monday, 12:30, dinner 3rd Monday 6:30 P. M., Emerson Hotel.

Massachusetts

Advertising Club of Boston, Hotel Bellevue, 21 Beacon St.:—(Address officers at headquarters.):—Pres., George A. Dunning, American Magazine, 80 Boylston St. Sec., Charles S. Trefrey, Tileston & Hollingsworth Co., 213 Congress St. Program Chairman, Charles W. Corbett, Dorr & Corbett, 540 Old South Bldg. Meets every Tuesday, 12:30, Hotel Bellevue, Sept. to June.

Alpha Delta Sigma, Boston University:—Address all correspondence to the Grand Secretary, Arthur Hallam, Alpha Delta Sigma, University Extension Div., Madison, Wis.

Old Colony Advertising Club:—Pres., Shelton R. Houx, Edwin Clapp & Son, E. Weymouth, Mass. Sec., Herbert S. Gardner, Hurley Shoe Company, Rockland, Mass. Program Chairman, John J. Feeley, M. A. Packard Company. Meets fourth Wednesday each month, 6:00 P. M., Sept. to June.

Advertising Club of Fitchburg:—Pres., Julius H. Gorham, Brockelman Brothers, 426 Main St. Sec., M. H. Abell, Simmonds Saw and Steel Company, 55 North St. Program Chairman, J. J. Coffey, Angel Novelty Company, 229 Lunenburg St. Meets third Monday 6:30 P. M., Hotel Raymond, Sept. through June.

Advertising Club of Pittsfield:—Pres., Frank W. Couch, Eagle Publishing Co. Sec., Lester N. Perkins, Eagle Publishing Co. Program Chairman, James J. Callahan, M. Callahan & Sons. Meets first Tuesday 6:30 P. M., Sept. through June.

Advertising Club of Springfield: — Pres., George B. Hass, Ludlow Mfg. Associates, Ludlow, Mass. Sec., Charles H. DeForest, The Hadley Company, 1330 Main St. Program Chairman, Adrian C. Potter, Chamber of Commerce. Meets every second Tuesday, 12:15, Hotel Highland, Sept. to June.

Advertising Club of Worcester:—Pres., Chester F. Edward, Adv. Mgr. John C. MacInnes Co., 460 Main St. Sec., Creighton P. Morton, Mass. Mutual Life Ins. Co., 812 Park Bldg. Program Chairman, B. Leroy Woodbury, Asst. Adv. Mgr., Worcester Telegram & Gazette Co., 16 Franklin St. Meets every Wednesday, 12:15, City Club, Sept. through May.

Michigan

Adcraft Club of Detroit, 1104 Francis Palms Bldg.:—Pres., Ralph L. Yonker, Adv. Mgr., J. L. Hudson Company. Sec. Mgr., Harold M. Hastings, Adcraft Club of Detroit. Program Chairman, William R. Ewald, Campbell-Ewald Company, General Motors Bldg. Meets every Friday, 12:15, Hotel Statler, Sept. through June.

Women's Advertising Club of Detroit:—Pres., Mayme L. Page, Direct Mail Advertising Association, 920 Polk Directory Bldg. Sec., Marjorie Perkey, Vice-Pres. and Treas., Hopcraft and Company, Inc., 1309 Sherman, corner Rivard. Program Chairman, Katherine Cornell, Kelvinator Corp., Plymouth Road. Meets every Tuesday, noon, Book - Cadillac Hotel, Sept. through June.

Advertising Club of Grand Rapids:—Pres., Earl Lines, Leonard Refrigerator Co., Clyde Park Ave. Sec., W. Van Hinkle, Grand Rapids Printers Assn., 314 Assn. of Commerce Bldg. Program Chairman, Ray F. Barnes, Newspaper Engraving Co. Herald Bldg. Meets every Friday, noon, Pantlind Hotel, all year.

Women's Advertising Club of Grand Rapids:—Pres., Mrs. Mary Coye Harrett, Charles A. Coye, Inc., 168-70 Louis St. Sec., Mrs. Eloise Haven, 845 Wealthy St. S. E. Program Chairman, . . Meets 2nd and 4th Mondays, 12:15, Pantlind Hotel, Sept. through June.

Advertising Club of Kalamzoo: — Pres., George Parsons, Kalamazoo Letter Shop. Sec., Katherine Short, Gilmore Brothers. Program Chairman, . . . Meets every Thursday noon (12 o'clock) at Park American Hotel.

Minnesota

Advertising Club of Austin:—Pres., H. E. Rasmussen, Bus. Mgr., Herald Pub. Company. Sec., Clarence Beadell, Cir. Mgr., Herald Pub. Co. Program Chairman, E. S. Usem, M. F. Erdman Garage.

Advertising Club of Duluth:—Pres., W. H. McGenty, Publisher, Stock & Dairy Farmer, 301 Christie Bldg. Sec., A. E. Sailstad, Standard Oil Company. Meets every Friday, 12:15, Sept. to June 15.

Advertising Club of Hibbing:—Pres., James G. Early, Hibbing Daily Tribune. Sec., Jack Barenbaum, Hibbing Daily Tribune. Program Chairman, W. R. Philips, F. S. Kelly Furniture Co. Meets every Friday, 12:15, Androy Hotel, all year.

Advertising Club of Minneapolis:—Pres., Eugene C. Glasgow, N. W. National Bank, 411 Marquette Ave. Sec., Truman G. Brooke, Advertising Service, 400 Baker Bldg. Program Chairman, Thomas A. Griffin, The Northwestern Miller, 118 S. 6th St. Meets every other Wednesday noon, Hotel Radisson, Sept. through May.

Apha Delta Sigma, University of Minnesota:—Address all correspondence to the Grand Secretary—Arthur Hallam, Alpha Delta Sigma, University Extension Div., Madison, Wis.

Advertising Club of Red Wing:—Pres., W. H. Edstrom, The Boxrud Company. Sec., M. M. McGrew, Red Wing Chamber of Commerce. Program Chairman, R. W. Putnam, Security Bank & Trust Co. Meets on call, 6:30 P. M., Boxrud Tea Room, Sept. to May.

Town Criers Club of St. Paul:—Pres., Fred G. Stutz, West Publishing Company, 50 W. 3rd St. Sec., Albert T. Pittorf, St. Paul Letter Co., 350 Newton Bldg. Program Chairman, M. M. Goodsill, N. P. Railway Co. Meets Friday, monthly, 6:15 P. M., Oct. to June.

Missouri

Alpha Delta Sigma, University of Missouri:—Address all correspondence to the Grand Secretary, Arthur Hallam, Alpha Delta Sigma University Extension Div., Madison, Wis. Meets on call.

Gamma Alpha Chi, University of Missouri:—Address all correspondence to national Treasurer, Miss Norma Carpenter, 1616 G St., Lincoln, Nebraska.

Advertising Club of Kansas City, Room 128, Hotel Biltmore:—Pres., Paul E. Kendall, Adv. Mgr., Long Bell Lumber Co., R. A. Long Bldg. Exec. Mgr., W. H. Besack, Room 128, Hotel Baltimore. Meets every Monday, 12:10, Hotel Baltimore.

Advertising Club of St. Louis, Suite 224, Hotel Jefferson:—(Address officers at headquarters). Pres., Arthur E. Schanuel, Roeder & Schanuel, Inc., Louderman Bldg. Sec., Martin J. Mullen, Suite 109, Hotel Jefferson. Program Chairman, Oscar A. Zahner, Rauthrauff Ryan, Inc., Arcade Bldg. Meets every Tuesday, noon, Hotel Statler or Hotel Jefferson, all year.

Women's Advertising Club of St. Louis, Mo.:—Pres., Miss Norma A. Schultz, Fashion Editor, The Drygoodsman, 1637 Locust St. Sec., Miss Grace A. Kinney, Missouri Pacific Lines, Missouri Pacific Bldg. Program Chairman, Miss Edna May Warren, St. Louis Globe Democrat, 6th and Pine Sts. Meets every Monday noon, except 1st Monday of Month, Hotel Statler. First Monday of month, 6:00 P.M., Sept. to June.

Montana

Advertising Club of Great Falls:—Pres., Fred J. Perra, 320 Central Ave. Sec., M. T. Messelt, 513 First National Bank Bldg. Program Chairman, M. T. Messelt. Meets every Friday, noon, Rainbow Hotel, all year.

Nebraska

Gamma Alpha Chi, Epsilon Chapter, University of Nebraska, Lincoln:—Address all correspondence to National Treasurer, Miss Norma Carpenter, 1616 G St., Lincoln, Nebr.

Advertising Club of Lincoln:—Pres., Morris N. Adams, Woodruff Printing Co., 1000 Q St. Sec., Charles Q. DeFrance, The Zehrung Company, 1225 P St. Program Chairman, Elmer E. Magee, 1201 "O" St. Meets every other Monday, noon, Hotel Lincoln, Sept. through May.

Omaha Advertising Club, Inc.:—Pres., C. C. Buchanan, 412 S. 19th St. Sec., J. L. Correa, 1122 Harney St. Program Chairman, Elwood Pratt, Travelers Health Assn., 200 Sunderland Bldg. Meets 2nd and 4th Tuesdays each month, 6 P.M.

New Hampshire

HANOVER—Alpha Delta Sigma, Dartmouth College:—Address all correspondence to Grand Secretary, Arthur Hallam, Alpha Delta Sigma, University Extension Div., Madison, Wis.

New Jersey

NEWARK—Advertising Club of Newark:—Pres., Eugene Farrell, Newark Evening News. Sec., J. Douglas Gessford, 60 Park Place.

Advertising Club of Paterson:—Pres., William H. Gurney, William H. Gurney Company, 190 19th Ave. Sec., John J. Fitzgerald, Chamber of Commerce, 45 Church St.

New Mexico

Advertising Club of Albuquerque:—Pres., G. E. Robertson, Charles Ilfeld Company, 210 North First St. Sec., Miss C. V. Clements, 608 West Silver St. Program Chairman, Howard Roosa, 1419 West Roma Ave. Meets Monday evenings 8.00 P. M., Chamber of Commerce, all year.

Advertising Club of Roswell:—Pres., Will H. Hortenstein, Pecos Valley Trading Co. Sec., George H. Philippus, J. C. Penny Company. Program Chairman, Wayne E. McCarrier, Price & Co. Meets every Wednesday, 12:15, Busy Bee Cafe, all year.

New York

Advertising Club of Albany, Inc:—Pres., George S. Clerk, Hudson Valley Paper Co., Inc., 520 Broadway. Sec., Robert F. T. Wilke, Wilke Laundry Co., Inc., 204 Colonie St. Program Chairman, C. M. Winchester, Jr., J. B. Lyons Co., Lyon Block. Meets 3rd Thursday monthly, noon, Sept. to June.

Advertising Club of Binghamton:—Pres., Clarke R. Jackson, Jackson-Forrester Advertising Agency. Sec., Benjamin Cohen Resnicks.

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ADVERTISING CLUBS OF U. S. AND CANADA

(Continued from page 246)

Program Chairman, . . . Meets 1st and 3rd Monday monthly, 12:15, Sept. to June.

Buffalo League of Advertising Women:—Pres., Marietta Ball, Adv. Mgr., Morrison's, 442 Main St. Sec., Mrs. Katherine Andrus Webb, Adv. Mgr., Harrison Real Estate Corp., 1207 Liberty Bank Bldg. Program Chairman, Jeanette Eichel, 205 E. North St. Meets 1st and 3rd Thursday, 12:15, Hotel Statler, Sept. through July.

Advertising Club of Lockport, Clinton Bldg.:—Pres., Herbert L. Wagner, Lockport Light, Heat & Power Co. Sec., Oliver W. Roberts, Roberts Bros. Company (Address Secretary at headquarters). Program Chairman, address the President. Meeting at Y. M. C. A., noon, no stated date.

Advertising Club of New York, 23 Park Ave.:—Pres., Gilbert T. Hodges, New York Sun, 280 Broadway. Sec., J. R. Bolton c/o Club. Program Chairman, James Wright Brown, Publisher, Editor & Publisher, 1700 Times Bldg. Meets daily.

League of Advertising Women of New York:—Pres., Miss Elsie E. Wilson, American Radiator Company, 40 West 40th St. Sec., Miss Emily E. Connor, The Marchbanks Press, 114 E. 13th St. Program Chairman, Mrs. Crete Cochran Dahl, The Esmond Mills, 21 East 26th St. Bus. meeting 1st Tuesday, Dinner meeting 3rd Tuesday monthly, 6:30. 23 Park Ave., Sept. to June.

Advertising Club of Schenectady — Pres., Albert P. Bantham, Chamber of Commerce. Sec., Thomas H. Leary, Leary Printing Co. Program Chairman, Miles R. Frisbie, 9 Yates St. Meets daily 12 o'clock, Cregans, 158 Jay St. Second and fourth Friday 8 P. M. Chamber of Commerce, Sept. to June.

Alpha Delta Sigma, Syracuse University:—Address all correspondence to the Grand Secretary, Arthur Hallam, Alpha Delta Sigma, University Extension Div., Madison, Wis.

North Carolina

Advertising Club of Greensboro:—Pres., S. O. Lindeman, Pres., Home Light & Power Co. Sec., A. S. Myers, Adv. Mgr., Odell Hardware Company. Program Chairman, R. M. Crawford, Adv. Mgr., J. J. Stone & Co. Meets 1st Thursday each month, 12:30, King Cotton Hotel, all year.

Advertising Club of Winston-Salem:—Pres., E. Greene Shugart, 221 West 5th St. Sec., Wm. T. Ritter, Chamber of Commerce. Program Chairman, Address the Secretary. Meets every Monday, 12:30, Zinzendorf Hotel, all year.

North Dakota

Advertising Club of Fargo, Chamber of Commerce:—Pres., C. E. Brown, Knight Printing Co. Sec., R. C. Reinhart, Carlisle and Bristol. Program Chairman, George Dickson, Cook Sign Co. Meets 2nd and 4th Mondays, 7:45, Chamber of Commerce, Sept. to June.

Ohio

Advertising Club of Cincinnati:—Pres. Jesse Phillips, Richter & Philips Company. Sec., A. H. Apking, Albershart Paper Company, P. O. Box 1617. Program Chairman, R. M. Fleming, Western Paper. Meets every Wednesday noon, Cincinnati Club, September 15th through May.

Women's Advertising Club of Cleveland:—Pres., Esther B. MacGugin, Adv. Mgr. 437 Terminal Tower Bldg. Sec., Florence M. Griffin, Adv. Mgr., Standard Envelope Mfg. Co., 1600 East 30th St. Program Chairman, Georgia M. Bowen, Carnegie Hall Bldg. Meets 2nd Tuesday each month, 6:30, Women's Club, Sept. to May.

Advertising Club of Columbus Chamber of Commerce, 30 East Broad St.:—Pres., Harry C. Simons, Adv. and Sales Director, Nisley Shoe Company, 110 West Long St. Sec., Delmar G. Starkey, Pub. Mgr., Columbus Chamber of Commerce. Program Chairman, Clarence E. Dittmer, Exec. Director, Ohio Retail Clothiers and Furnishers Assn., 175 S. High St. Meets every Monday, noon, Fort Hayes Hotel, Sept. to June.

Advertising Club of Dayton:—Pres., W. T. White, The Rike-Kulmer Co. Sec., R. M. Collet, J. Horace Lytle Co., Harries Bldg. Program Chairman, Lyman Hill, The Geyer Company, Third Nat'l Bank Bldg. Meets every Wednesday noon, Miami Hotel, Sept. to June.

Advertising Club of Marietta:—Pres., A. H. Savenye, Financial Sec., Marietta College. Sec., C. M. Henry, Henry's Insurance Agency. Program Chairman, L. M. Harness, Marietta Times Co. Meets every Wednesday noon, Wakefield Hotel, Sept. through May.

Advertising Club of Shelby:—Pres., H. H. Knapp. Sec., F. H. Williams, 78½ W. Main St. Program Chairman, Dr. E. D. Dowds. Meets 2nd and 4th Monday nights, Oct. through May

Advertising Club of Chamber of Commerce:—Pres., A. C. Grant, Aetna Advertising Company, 5 South Western Avenue. Sec., Karl S. Kulmer, Ohio Chamber of Commerce, 1217 East High St. Program Chairman, Address the President. Meets second and fourth Friday noon, September through June 15th.

Advertising Club of Toledo, 308-9 Richardson Bldg.:—Pres., Frederic S. Fletcher, Jr., The Caslon Co., 3101 Monroe St. Exec.-Sec., Ralph L. Sisson, Campbell Advertising, Inc., 2313 Madison Ave. (Address secretary at headquarters). Program Chairman, Thomas K. Almroth, Owens Bottle Co., 982 Wall St. Meets every Wednesday, 12:15, Chamber of Commerce, Sept. through June.

Women's Advertising Club of Toledo:—Pres., Harriet Goodsite, Adv. Mgr., LaSalle & Koch Company. Sec., Ethel Gleason Hart, 438 Rockingham St. Program Chairman, Klea Whitmore, Lamson Bros. Meets every Wednesday noon, LaSalle & Koch Grill, Sept. through June.

Oklahoma

NORMAN—Alpha Delta Sigma, University of Oklahoma:—Address all correspondence to the Grand Secretary, Arthur Hallam, Alpha Delta Sigma, University Extension Div., Madison, Wis.

Advertising Club of Oklahoma City:—Pres., C. T. Walker, Harbour-Longmire Company. Sec., E. H. Alexander, Smythe & Smythe, 3 East Fifth St. Program Chairman, address the President. Meets every Wednesday, 12:15, noon, Huckins Hotel, October through June.

Advertising Club of Tulsa:—Pres., Charles D. Haynes, Haynes Paint Supply, 213 East 2nd St. Sec., Louis Lefko, 208 Tulsa Bldg. Program Chairman, address the President. Meets every other Thursday, noon Y. W. C. A., informal meetings in summer.

Oregon

CORVALLIS—Advertising Club of Oregon State College, Commerce Bldg., Room 311:—Pres., Raymond Bonesteele, care of S. A. E. House. Sec., Mabel Eastman, care of Alpha Chi Omega. Program chairman, . . . Meets on call of President.

Advertising Club of Eugene:—Pres., Byron Abbeggian, Colonial Theater. Sec., Raymond Torrey, 856 Olive St. Meets every Friday noon, Hotel Osborn.

EUGENE—Gamma Alpha Chi, University of Oregon:—Address all correspondence to the National Treasurer, Miss Norma Carpenter, 1616 G. St., Lincoln, Neb.

Advertising Club of Portland, 319 Oregon Bldg., 5th and Oak St.:—Pres., E. R. Ham, Ham Jackson Co., Inc., 311 Pine St. Exec. Sec. Anne P. Keil, 319 Oregon Bldg. Program Chairman, address Exec. Sec. Meets every Wednesday, 12:15, Benson Hotel, all year.

Women's Advertising Club of Portland:—Pres., Mrs. Julia Rudell Metzger, Moore Produce Co., 129 Front St. Sec., Mrs. Marion Cathey, Charles F. Berg Co., 309 Morrison St. Program Chairman, Miss Mayme Zeigelman, Platt Bldg., 125 Park St. Meets every Wednesday noon 12:05, Benson Hotel, all year.

Pennsylvania

Advertising Club of Allentown:—Pres., George W. Smith, 626 North Sixth St. Sec., Morits M. Gottlieb, 1517 Union St. Program Chairman, Arthur Mickley, Shankweiler Advertising Agency, 813 Hamilton St. Meets every second Tuesday, 12:00 o'clock, Hotel Allen, Sept. 4 through June.

Advertising Club of Bethlehem:—Pres., W. F. Menne, Menne Printery, 207 W. 4th St. Sec., F. C. Collie, Bethlehem Globe-Times. Program Chairman, L. C. Atwood, Times Publishing Co. Meets 1st and 3rd Monday of the month, 6:15, Sept. through June.

Advertising Club of Easton:—Pres., Fred Laubach, Jr., Adv. Mgr., Wm. Laubach & Sons. Sec., H. M. Ellsworth, Ad. Mgr., Sterling Products Co., Box 344. Program Chairman, Geo. Seibel, Seibel Adv. Agency, Drake Bldg. Meets every other Friday, 12:15, Y. M. C. A. Cafeteria, all year.

Advertising Club of Greensburg:—Pres., Leander Murphy, Jr., The Standardized Print Co., S. Main and Green Sts. Sec., Charles W. Kuhns, Youngwood Men's Shop, 17 N. 4th St., Youngwood. Program Chairman, John C. Travis, Charles Pross Company. Meets bi-weekly, Tuesday 6:30 P. M., August 30th through June 7th.

Advertising Club of Hazleton:—Pres., R. B. MacDermott, J. H. Brooks, Markle Bank Bldg. Sec., William Bachman, Standard Sentinel, 25 North Wyoming St. Program Chairman, address the President. Meets first Wednesday after first Monday, 6:00 P. M., Sept. through July.

Advertising Club of Johnstown:—Pres., Fred Smith, Wm. H. Smith & Sons, Hickory St. Sec., Victor H. Raab, W. H. Raab & Son, Inc., Lincoln and Franklin St. Program Chairman, L. B. Inocho, Harris Boger Company, Fairfield Ave. Meets every Monday, 12:45, Cupps Blue Room Restaurant, all year.

PHILADELPHIA—Poor Richard Club, 1319 Locust St.:—Pres., Louis Ward Wheelock, Stephen F. Whitman & Son, 4th and Race Sts. Sec., Howard F. Kairer, Charles Blum Advertising Agency, 1120 Spruce St. Program Chairman, G. A. Wiedemann, Evening Bulletin, Juniper and Filbert Sts.

Philadelphia Club of Advertising Women:—President, Florence M. Dart, McLain Simpers Organization, 1214 Stock Exchange Bldg. Sec., Clare V. Fey, care of Biddle Paret Press, 129 N. 12th St. Program Chairman, Franciska Firsching, Jones & Firsching, 508 Independence Bldg. Meets 2nd Tuesday and 4th Thursday, 6:15, Poor Richard Club, 1319 Locust St., Sept. to June.

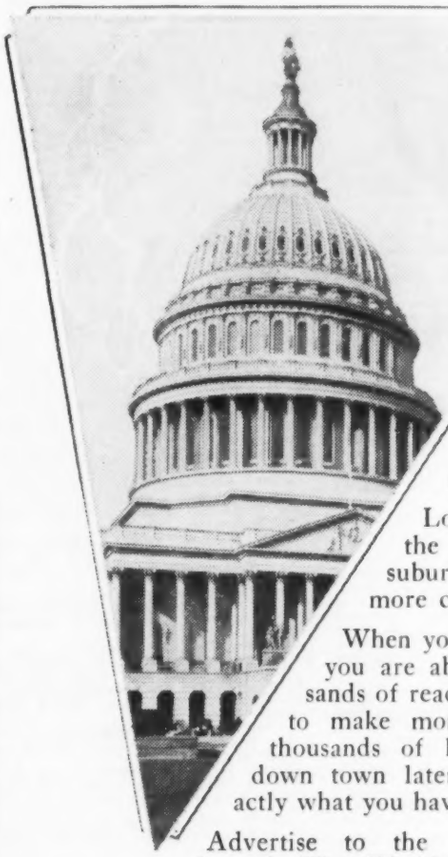
Advertising Club of Pittsburgh: — Pres., W. H. McBride, Sec., Gainaday Electric Company, 30th St. and Liberty Ave. Sec., J. A. Cullison, Mgr. Sales Development Dept. National Fire Proofing Co., Fulton Bldg. Program Chairman, R. B. McDaniel, Ketchum, McLeod and Grove, Inc., 1515 Park Bldg. Meets every Tuesday, 12:15, Pittsburgh Chamber of Commerce, all year.

Women's Advertising Club of Pittsburgh:—Pres., Mary Hulsman, Philadelphia Co. Sec., Mrs. Lillian Mack, Boggs & Bohl's. Program Chairman, . . . Meets 1st and 3rd Mondays, noon.

Scranton Advertising Club:—Pres., L. R. Gardner, Asst. Sec., Chamber of Commerce. Sec., George G. Marr, Munyon Remedy Co., 425 Mulberry St. Program Chairman, H. C. Squires, I. C. S., Wyoming Ave. Meets 2nd and 4th Tuesday. 12:15. Hotel Casey. Sept. through June.

Advertising Club of Waynesboro, 31 East Main St.:—Pres., Val Smith, Wolff Block, E. Main St. Sec., Miss M. Oneta Slonaker, Asst. Sec., Chamber of Commerce, 31 E. Main St. Program Chairman, . . . Meets first monday

(Continued from page 248)



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The Washington Herald

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ADVERTISING CLUBS OF EUROPE

(Continued from page 247)

each month, 6:15 P. M., Anthony Wayne Hotel, all year.

Advertising Club of Wilkes-Barre:—Pres., A. S. Ginsburgh, Select Furniture Corporation. Sec., Lillian Lindenstruth, Fowler, Dick & Walker. Program Chairman, Arnott L. Jones, T.-L. Printery, care of Times Leader. Meets every other Thursday beginning Sept. 13, 12:15, Hotel Sterling.

Advertising Club of York:—Pres., Hugh Carter, P. Wiest's Sons. Sec., William H. Heagy, York Ice Machinery Corp. Program Chairman, Philip Strayer, Strayer-Beitzel Co., 1048 West Princess St. Meets 1st Wednesday 8:00 P. M., third Wednesday 6:15 P. M., Hotel Yorktowne, Sept. to June.

Rhode Island

PROVIDENCE—Town Criers of Rhode Island, Hotel Dreyfus, 119 Washington St.:—Pres., Carlton W. Burrell, Old Colony Advertising Co., 511 Westminster St. Sec., Webb W. Wilder, Webb W. Wilder Insurance, 76 Dorrance St. Program Chairman, Bernard McCulla, Brownell & Field Co., 119 Harris Ave. Meets every Monday, noon, Hotel Biltmore, Oct. to June.

Women's Advertising Club of Providence:—Pres., Marjorie A. Dix, Larchar Horton Co., 44 Franklin St. Sec., Maybelle E. Tolman, 542 Grosvenor Bldg. Program Chairman, Grace Gardiner, Educational Exhibition Co., 26 Custom House St. Meets 2nd Tuesday and 4th Monday, 6:30 P. M., Hotel Biltmore, Sept. through May.

Tennessee

Morristown Advertising Club:—Pres., White W. Bales, Helm Clothing & Shoe Co. Sec., R. H. Inman, P. O. Box 343. Program Chairman, address the Secretary. Meets 3rd Tuesday each month, 6:30 P. M., Hotel Kingmyer, all year.

Texas

Advertising Club of Beaumont:—Pres., Mr. E. T. Jones, Ryder Furniture & Carpet Co. Sec., A. J. Coburn, Coburn Plumbing Co. Program Chairman, W. W. Watson, Beaumont Enterprise-Journal. Meets every Tuesday, 12:15, Hotel Beaumont.

Dallas Advertising League:—Pres., Lorry A. Jacobs, Director, Public Relations, Southland Life Insurance Co. Sec., Louis Yeidel, Texas Letter Company. Program Chairman, George B. Latham, 1102 S. Ervay St. Meets every Tuesday noon, Baker Hotel, all year.

Dallas Woman's Advertising League:—Pres., Miss Mildred A. Jones, A. H. Belo Corp. Sec., Edith A. Jones, Sears, Roebuck & Co. Program Chairman, . . . Meets 2nd Monday, 6:15, 4th Monday, 12:15, Y. W. C. A., Oct. 15 to June 25.

Advertising Club of El Paso, Chamber of Commerce Bldg:—Pres., J. R. Moffett, Moffett, Advertising Service, 918 Mills Bldg. Sec., A. J. Coats, Laundry Board of Trade, Chamber of Commerce Bldg. Program Chairman, R. W. Elmore, Adv. Mgr. White House. Meets every Tuesday, 12:15, Hotel Paso del Norte, all year.

Advertising Club of Fort Worth:—Pres., A. E. Hubbard, Wimberly Advertising Agency, 210 Coppe Bldg. Sec., Mrs. Lota McClure, W. C. Stripling Company. Meets every Wednesday, 12:15, Elks Club Bldg., all year.

Advertising Club of Galveston:—Pres., Charles J. Ricke, Hutchings-Sealy & Company. Sec., C. H. Proctor, care, Clark & Courts.

Advertising Association of Houston, 401 Chamber of Commerce Bldg.:—Pres., Ray Goddard, Phenix Dairy Company, Smith St. and Polk Ave. Sec., A. D. Collins, 401 Chamber of Commerce Bldg. Program Chairman, H. Wirt Steele, Adv. Mgr., Duncan Coffee Co., P. O. Box 1844. Meets every Tuesday, 12:15, Rice Hotel.

Women's Advertising Club of Houston:—Pres., Mrs. M. L. Gill, Adv. Mgr., Civics for Houston, Rein Bldg., Buffalo Drive. Sec., Sarah Shannon, Lamar Hotel. Program Chairman, Mrs. H. D. Johnson, Johnson Ribbon & Carbon Co., Post-Dispatch Bldg. Meets every Thursday, 12:15, Rice Hotel, all year.

Advertising Club of San Antonio:—Pres., J. A. Millburg, Alamo Iron Works, 130 Santa Clara St. Sec., Miss G. F. Nobles, Sunset System, 2323, Broadway. Program Chairman, Address the President. Meets every Tuesday, 12:15, Plaza Hotel Roof, Sept. to June.

Advertising Club of Waco:—Pres., E. L. McGill, Waco Advertising Co. Sec., A. L. Hester, Austin Engraving Co. Program Chairman, Harlan Fentress, Southern Publishing Co. Meets every Tuesday, 12:10, Hotel Raleigh, all year.

Advertising Club of Wichita Falls:—Pres., A. E. Kelly, Texas Electric Service Co. Sec., M. B. Whatley, Draughan's Business College. Program Chairman, J. W. Pyland, Bailey Printing Co. Meets every Tuesday, 12:10, Kemp Hotel, all year.

Utah

Advertising Club of Salt Lake City, Commercial Club, Exchange and Cactus Sts:—Pres., John Gaser, The Paris Company, 28 E. Broadway. Sec., Mrs. Hazel Johnson, Western Newspaper Union, 243 S. W. Temple. Program Chairman, Hendrik Romeyn, Merrill Associates, Newhouse Bldg. Meets 1st and 3rd Mondays, 12:15, Commercial Club, Sept. to July.

Virginia

Advertising Club of Richmond, P. O. Box 6:—Pres., Stevens Hughes, Denominational Envelope Co. Box 625. Sec., Send mail to P. O. Box 6. Program Chairman, . . . Meets every Wednesday, 1 P. M., Chamber of Commerce Club, all year.

Washington

Advertising Club of Pullman:—Address all correspondence to Clarence Mielke, care of Cougar's Paw. Meets every other Thursday noon, once a month in the evening.

SEATTLE—Gamma Alpha Chi, University of Washington:—Address all correspondence to national Treasurer: Miss Norma Carpenter, 1616 G. Street, Lincoln, Nebraska.

Advertising Club of Seattle, 503 Lloyd Bldg.:—Pres., Hugh Baird, Hugh Baird Ford Agency, 4th and James. Sec., Miss Constance M. Patterson, 503 Lloyd Bldg. Program Chairman, J. A. Hazard, Western Union Telegraph Co., 113 Cherry St. Meets every Tuesday noon, Washington Hotel, all year.

SPOKANE—Advertising Club of Spokane, 346 Peyton Bldg.:—Pres., Charles J. Kelly, Sec. Mgr. Printing Industry of Spokane, Chamber of Commerce Bldg. Mgr., Henri Parmelee, 346 Peyton Bldg. Program Chairman, J. Vernon Davis, The French Garment Co., 108 S. Post St. Meets every Wednesday noon, Davenport Hotel, all year.

Tacoma Advertising Club, 303 Bernice Bldg.:—Pres., John B. Goff, Pioneer, Inc., 112 S. 12th St. Sec., J. Corning Todd, Todd's Letter Shop, Inc. Program Chairman, . . . Meets every Monday, noon, Hotel Winthrop, Sept. through June.

Advertising Club of Walla Walla:—Pres., Arthur E. Ellis, Garden City Furniture Co., 51 E. Main. Sec., Carl P. Jacky, Young and Lester, Inc., 19 E. Main St. Program Chairman, J. L. Cundiff, K. Falkenberg, Inc., East Main St. Meets every Friday, noon, Marcus Whitman Hotel, Sept. through June.

West Virginia

Advertising Club of Clarksburg:—Pres., H. Arthur Heinze, Heinze & Company. Sec., Mary L. Kincaid, Parson-Souders Company. Program Chairman, W. C. Manser, Chamber of Commerce. Meets every other Monday, noon, at Waldo Hotel.

Advertising Club of Huntington:—Pres., B. J. Lubin, Dickinson Furniture Co. Sec., William B. Newcomb, Anderson-Newcomb Company. Program Chairman, Monte Little, Monte Little, Advertising, Coal Exchange Bldg. Meets every Friday, 12:10, Hotel Prichard, Sept. through June.

Wisconsin

Appleton Advertising Club:—Pres., C. E. MacKay, Adv. Mgr., Glouderman-Gage Dept. Store. Sec., Kenneth H. Corbett, Appleton Chamber of Commerce. Program Chairman, . . . Luncheon meetings held every other Thursday noon, Hotel Conway.

Advertising Club of Madison:—Pres., William Rendall, Adv. Mgr., Kessenich's Dry Goods Co., 202 State St. Sec., Clara M. Leiser, Adv. Mgr. and Asst. Ed., Wisconsin Journal of Education, 716 Beaver Bldg. Program Chairman, George Vaughan, Adv. Mgr., Wisconsin Power & Light Co., Gay Bldg. Meets every other Wednesday, noon, Hotel Loraine, Sept. through June.

Advertising Club of Milwaukee:—Pres., Ernest W. Lyman, Quality Biscuit Company. Sec., W. F. Weir, Ad. Mgr., W. F. Nackie Paper Co., 340 Jefferson St. Program Chairman, address the President. Meets 2nd and 4th Thursday, noon, Milwaukee Athletic Club, Sept. through June.

Women's Advertising Club of Milwaukee:—Pres., Helen Baldauf, Robert A. Johnston Company. Sec., Lucile K. Johann, Trackson Company. Program Chairman, Helen Joyce Bauldauf, Robt. Johnston Biscuit & Candy Co., 34th and National Ave. Meets 3rd Thursday each month, 6:15, Sept. through June.

Wyoming

Advertising Club of Casper:—Pres., E. E. Hanway, Bus. Mgr., Casper Daily Tribune-Casper Herald. Sec., E. C. Twiford, Office Mgr., Salt Creek Transportation Co. Program Chairman, Frank Probst, Mgr., Mountain State Tel. Company. Meets every Friday noon, 12:10, Gladstone Hotel, all year.

Canada

Advertising Club of Montreal:—Pres., C. W. Stokes, Room 318 Windsor Station. Sec., George A. Oliver, 130 Cointine Bldg.

Advertising & Sales Bureau of the Vancouver Board of Trade, 300 Pender St., West:—Chairman, J. W. Gehrke, Pres., Gehrke's Limited, 596 Seymour St. Sec., H. N. Fynn, Board of Trade, 300 Pender St. Program Chairman, F. E. Payson, 850 Hastings St., West. Meets last Monday each month, 12-30, Hotel Vancouver, Oct. through April. Special meetings can be called for visiting speakers.

Australia

QUEENSLAND—Institute of Advertising Men:—Pres., Fred L. Thomson, Brisbane, Queensland. Sec., George H. Julius, Brisbane, Queensland.

SYDNEY—New South Wales Ad-Men's Institute, 375 Kent St.:—Pres., N. S. H. Catts, Catts-Patterson Co., Ltd. Sec., F. S. B. Ricksrds, Catts-Patterson Co., Ltd. Meets on call.

VICTORIA—Institute of Advertising Men:—Pres., H. E. Wilson, Myers Ptg., Ltd., Bourke Street.

Austria

VIENNA—Verband Oesterreichister Reklamefachleute, Headquarters, Concordiaplatz 5, Vienna 1:—Pres., Stephen Oskar Bors. Sec., Leo Unger.

Belgium

BRUSSELS — Cercle d'Etudes Publicitaires, Headquarters, 134, rue de la Poste:—Pres., Mr. Jungers. Sec., George Knepper.

BRUSSELS—Chambre Syndicate Belge de la Publicite, Headquarters, Palais d'Egmont, 8, Place due Petit Sablon:—Pres., L. Th. Leger. Sec., Paul Narinx.

Czecho-Slovakia

PRAGUE — Reklamni Klub Ceskoslovensky, Headquarters, Veletrznitrida, 200:—Pres., Slavboj Tusar. Sec., Frantisek Munk.

Denmark

COPENHAGEN—Dansk Reklame Forening, Headquarters, 8, Vognmagergade K.:—Pres., John E. Borresen.

England

Publicity Club of Birmingham:—Pres., Sir Gilbert C. Vyle. Chairman, Walter Henman. Sec., R. Goldsborough, S. D. Toon & Heath, Ltd., Broad St. Corner.

Publicity Club of Bradford:—Pres., G. H. Leeson. Sec., H. Wilde, Ings View, Baildon.

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Publicity Club of Leicester:—Pres., Mayor of Leicester (Alderman T. Walker). Chairman, S. C. Roberts. Hon. Sec., P. Dobbie, 165 Queen's Road, Clarendon Park.

LONDON

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British Direct Mail Advertising Association:—Chairman, Arthur Chadwick. Sec., Stanley F. Talbot, Incorporated Sales Managers' Assn., 101 Gt. Russell St., W. C. 1.

British Poster Advertising Association:—Chairman, Lisle Rockley. Sec., George F. Smith, 31 Gt. James' St., Bedford Row, W. C. 2.

Business Research Association of Gt. Britain:—Chairman, W. A. Cooke. Sec., H. A. Abram, 36/4 Newgate St., E. C. 1.

Church Advertising Association:—Chairman, Sydney Walton, C. B. E., M. A., B. Litt. Sec., Oscar E. Seyd, M. J. I., London Press Exchange Ltd., 110 St. Martin's Lane, W. C. 2.

Dominions Newspapers:—Pres., A. J. Fraser. Sec., H. E. Turner, Empire Press Union, 71 Fleet St., E. C. 4.

Envelope Makers' & Manufacturing Stationers' Association:—Pres., A. Comrie Cown. Sec., B. C. 4.

Federation of Master Printers:—Pres., E. C. Austin-Leigh. Chairman, Alfred Langley. Sec., A. E. Goodwin, 7-10 Old Bailey, E. C. 1.

Federation of Master Process Engravers:—Pres., A. Dargavel. Sec., A. E. Dent, Room 268 Bank Chambers, 329 High Holborn, W. C. 1.

Fleet Street & Advertising Club:—Pres., W. H. Harford. Sec., Messrs. A. H. Paine & A. W. Hutton, 3/4 Cursitor St., E. C. 4.

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Incorporated Society of Advertisement Consultants:—Pres. and Chairman, Thomas Russel. Sec., W. T. Moss, Clun House, Surrey St., Strand, W. C. 2.

Incorporated Society of British Advertisers:—Chairman, C. W. Eve. Sec., Alfred H. Angus, B. Sc., Incorporated Society of British Advertisers, Aldwych House Aldwych, W. C. 2.

Institute of Incorporated Practitioners in Advertising:—Philip de G. Benson, C. B. E. Sec., C. Anstice Brown, 3/4 Clements Inn, W. C. 2.

London Poster Advertising Association:—(Address all correspondence to secretary). Pres., Cecil Burton. Sec., George F. Smith, 31 Gt. James St., Bedford Row, W. C. 2.

Newspaper Society:—Pres., N. B. Graham. Sec., Edward W. Davies, Newspaper Society, Salisbury Square House, E. C. 4.

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Press Advertisement Managers' Association:—(Address all correspondence to secretary.) Pres., F. Simonis. Sec., H. J. Lees, The Scotsman, 63 Fleet St., E. C. 4.

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Regent Advertising Club:—Pres., H. G. Saward , Chairman, J. C. Akerman. Sec., Miss Muriel G. Atkins, 19 Buckingham St., Adelphi, W. C. 2.

Thirty Club of London, England:—Pres., Sydney Walton C. B. E., M. A., B. Litt. Sec., H. G. Saward, Saward & Baker Co., 27 Chancery Lane, W. C. 2.

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Manchester Publicity Association:—Pres., H. L. Hardwick. Chairman, R. H. Jackson. Sec., R. Baird, Old Colony Club, South King St.

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Publicity Club of Nottingham:—Pres., J. W. Naake. Sec., A. B. Ashbourne, 1 Wilford Lane, West Bridgford.

Publicity Club of Oxford:—Pres., D. A. Donaldson, Chairman, F. Blackler, Hon. Sec., Harold Cooper, Cooper & Boffin, Ltd., 56 St. Thomas'.

Publicity Study Club of Sunderland:—Pres., Councillor Samuel Storey, Hon. Sec., J. Newcomb, 8 Holmeside.

Finland

HELSINGFORS—Mainoumiesten Kerho:—Headquarters care of Erwin, Wasey & Co., Eteis 16. Pres., H. J. Viberjuuri. Sec., W. K. Latvala.

France

Association des Annoncours de L'Alimentation: Sec., Paul Narinx.

—Headquarters, 103 Boulevard Haussmann. Pres., Paul Forsans. Sec., M. Cusenier.

Cercle des Publicitaires Francais:—Headquarters, 25 rue de Moscou. Pres., M. Thomas.

Chambre Syndicale des Entrepreneurs D'Affichage:—Headquarters, 163, rue Saint-Honore. Pres., Mr. Noirclerc. Sec., Henri Dauvin.

Chambre Syndicale de la Publicite:—Headquarters, 48 rue de Bondy. Pres., Charles Maillard. Sec., Eugene Bernier.

Groupement des Chefs de Publicite:—Headquarters, 4 rue de Castellane. Pres., Henri Ruse. Sec., Mr. Rousseau.

Syndicat des Techniciens de La Publicite:—Headquarters, 64 rue Taitbout. Pres., J. Bernard de Puybelle. Sec., Andre Taupin Bataille.

Union des Annonceurs:—Headquarters, 14 rue Rougemont Paris, 10 eme. Pres., A. A. de Ricqles. Sec., M. Chauvin.

Union des Editeurs O'Art Publicitaire: — Headquarters, 4 rue de Castellane. Pres., J. Barreau. Sec., G. Pinget.

Union des Maitres Artisans Publicitaires:—Headquarters, 7 rue de Croulebarbe, 7. Pres., Charles Peignot. Sec., Henri Colas.

Germany

BERLIN—Bund der Chemigraphischen Anstalten Kupfer und Tiefdruckereien Deutschlands:—Headquarters, Hauptabe 7-8 Berlin-Schöneberg.

Bund Deutscher Gebrauchsgraphiker. Headquarters, Wilhelmstr. 37-38, Berlin, S. W. 48. Pres., Paul Winkler-Leers. Sec., Dr. Eberhard Holscher.

Deutscher Werbeklub:—headquarters, Postfach 60, Berlin W. 35. Pres., Johannes Schiedchen. Sec., Carl Mertz.

Reichsverband Deutsche Reklame Messe:—Headquarters, Potsdamerstr. 122c, Berlin W. 35.

Verband Deutscher Annoncen Expeditionen:—Headquarters, Potsdamerstr. 134, Berlin W. 9. Pres., Hans Kegeler, Mark Grafenstrasse 22, Ecke Zimmerstrasse, Berlin S. W. 68. Sec., Theo. Severin.

LEIPZIG—Verband Deutscher Reklamefachleute:—Headquarters Potsdamerstr. 105a, Berlin W. 35. Pres., Max Reisbrodt. Sec., Mr. Ditmar.

Verband Deutscher Verkehrsreklame-Unternehmingen:—Headquarters. Dorotheenstr. 35, Berlin W. 7. Pres., Georg Kossodo. Sec., Johannes Schmiedchen.

(Continued on page 249)

A boon for head-writers

As every head-writer knows to his grief, there are certain combinations of italic letters that leave distressing gaps when they occur. These not only cause unsightly "rivers" but sometimes make the sense of the line obscure. There is an easy way to avoid them by using the Linotype italic logotypes. Make sure that your composing-room has them.

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LINOTYPED IN THE BODONI FAMILY

ADVERTISING CLUBS OF EUROPE

(Continued from page 248)

Verband Deutscher Offset und Steindruckereibezitger:—Headquarters, Dolmtr, 1.

Holland

AMSTERDAM—Genootschap Voor Reclame:—Headquarters, Emmastraat 16. Pres., L. Levison. Sec., A. F. J. Beckers.

Ireland

Advertising Club of Ulster:—Chairman, Sir Robert Baird. Sec., Victor Salter, 7 Donegall Square West.

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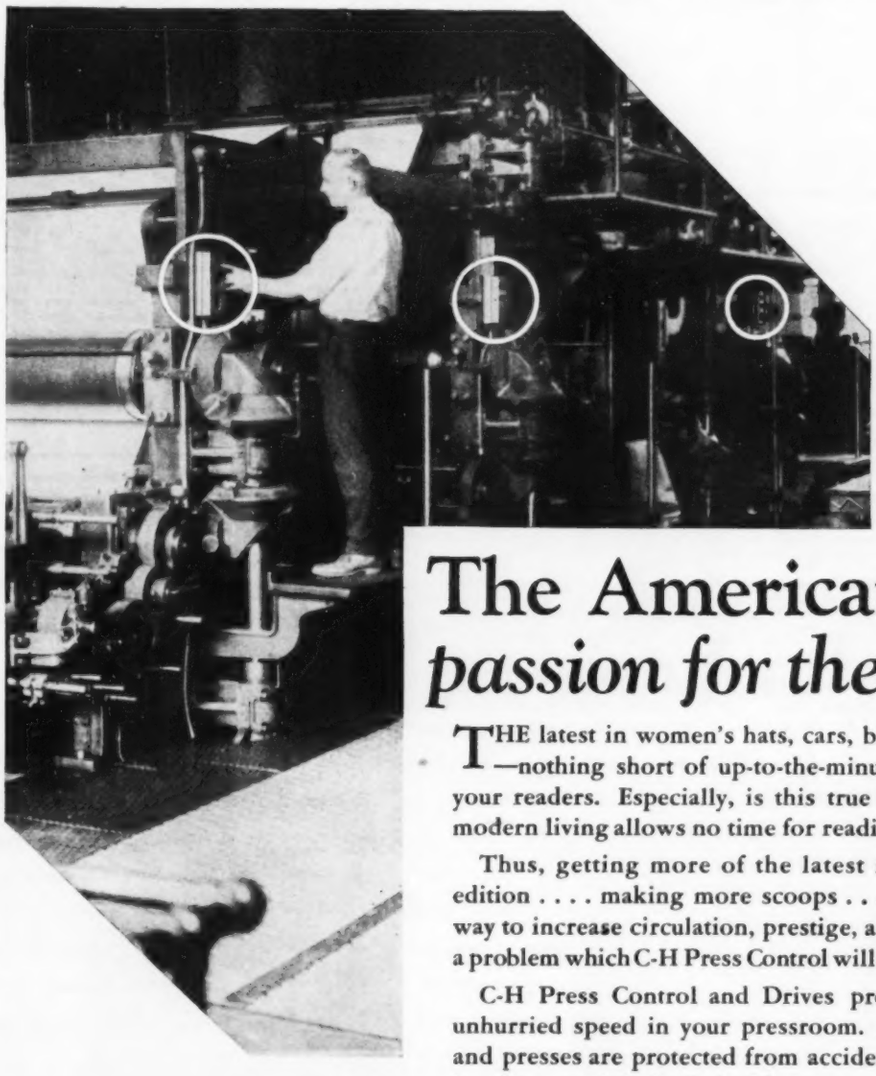

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(Continued from page 249)

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Amsterdam (Holland) De Telegraaf—G. J. M. Simons, 44 Beaver street, New York.

Amsterdam Het Vaterland — G. Marckelbach, 5093 Albany Post Road, New York

Amsterdam Nieuve Rotterdamsche Courant — Mrs. Albert Boni, 29 Fifth avenue, New York.

Australian Press Association—A. Rothman, Times Annex, W. 43rd street, New York.

Barcelona Diario—Jose N. Estrugo, 309 W. 106th street, New York.

Berlin Acht Uhr Abenblatt—Dr. C. E. Heymann, 24 Central Park South, New York.

Berlin Deutsche Allgemein Zeitung—Col. Edwin Emerson, 118 E. 18th street, New York.

Berlin Lokal-Anzieger — August W. Halfeld, Room 306-A World Bldg., New York.

Berlin Nieus Wiener Tagblatt—Dr. W. Forgo, Lenox avenue, Maywood, N. J.

Berlin Textile Zeitung—Hans Ullendorf, 632 W. 171st street, New York.

Berlin Verlag Ullstein—William Schultze, 677 West End avenue, New York.

Bogota (Columbia) El Estecador—M. G. Pena, 154 Nassau street, New York.

Bombay (India) Chronicle—T. H. K. Rezmie, 1400 Broadway, New York.

Brussels (Belgium) Derniere Nouvelles — Robert de Picciotto, 2354 Crescent street, Astoria, L. I., New York.

Buenos Aires La Nacion—W. W. Davies, 383 Madison avenue, New York.

Buenos Aires La Prenza—R. Ronconi, 51 Chambers street, New York.

Buenos Aires America—W. C. Ross, 51 Chambers street, New York.

Copenhagen (Denmark) Berlingske Tidende—Julius Moritzen, Room 422, 136 Liberty street, New York.

Cracow (Poland) Czas—Dr. A. M. Nawench, 661 West 179th street, New York.

Frankfurter Zeitung—Dr. R. A. Mattfeld, 140 Montague street, Brooklyn.

Hamburger Fremdenblatt—Dr. Adolph Halfield, 106 E. 60th street, New York.

Havana (Cuba) La Prensa—Allan Markley, 63 Park Row, New York.

Havre (France) Eclair—A. E. Sieper, 100 West 54th street, New York.

Japanese Telegraphic News Agency—S. Mizutani, 35 Sixth avenue, New York.

Liege (Belgium) Echos—R. J. Collins, care: Belgian Consulate, 25 Madison avenue, New York.

Liverpool (England) Echo—Harold Butcher, 39 E. 35th street, New York.

London Daily Chronicle—J. W. Harding, Room 1901, 21 E. 40th street, New York.

London Daily Express — Warren Mason, 313 World Building, New York.

London Daily Mail—W. F. Bullock, 280 Broadway, New York.

London Daily Mirror—T. Walter Williams, 253 West 42nd street, New York.

London Daily News—R. J. Cruickshank, 2621 Grand Central Terminal Building, New York.

London Newspapers—P. W. Wilson, 227th street and Independence avenue, New York; F. M. W. Hall, Times Annex, W. 43rd street, New York.

London Daily Telegraph—Percy S. Bullen, S. J. Clarke, 51 University place, New York.

London Morning Post—Sir Maurice Low, 1150 Connecticut avenue, Washington, D. C.

London Times—L. E. Hinrichs, 280 Broadway, New York; W. Lewis, Wilkins Building, Washington, D. C.

Manchester (England) Guardian—T. Wyn Williams, 220 West 42nd street, New York.

Mexico City El Universal—A. Algara, 509 Times Building, New York.

Milan (Italy) Corriere de la Sera—Dr. F. Ferrero, P. O. Box 5, Annapolis, Md.

Milan Il Corriere—Bruno Zirato, 322 W. 72nd street, New York.

Montreal "La Patrie" — A. Fitzpatrick, 410 Cathedral Parkway, New York.

Montreal, La Presse—Joseph Bourgeois, 310 W. 24th street, New York.

Montreal, Le Soleil and Le Canada Musicale—Arthur LaMalice, 45 West 84th street, New York.

Paris Edition—Chicago Tribune, P. H. Boone, care New York Times.

Paris Express de Mulhouse—Clement Rueff, 46 East 46th street, New York.

Paris Herald—Roland Kilbon, 280 Broadway, New York.

Paris, L'Information—Max Loewy, 49 Broad street, New York.

Paris Le Matin—Leonce Levy, 1164 Cromwell avenue, Bronx, New York.

Paris L'Ouevre—Raymond Loewy, 52 West 57th street, New York.

Paris Revue de la Marine de Commerce—B. Aillet, 562 Market street, San Francisco.

Peking Daily News—E. K. Moy, 164 Wadsworth Terrace, New York.

Prague Cesco Slova—J. Elbl, 21-71 27th street, Astoria, Long Island, New York.

Polish Telegraph Agency—Dr. A. M. Nawench, 383 Madison avenue, New York.

Pretoria (South Africa) Ons Vaderland—446 St. Johns place, Brooklyn, New York.

Rio de Janeiro (Brazil) A Noite — W. R. Douglas, care: Associated Press, 383 Madison avenue, New York.

Reuter's, Ltd., London—F. Douglas Williams and T. A. Dixon, 383 Madison avenue, New York.

Rome L'Italie—A. H. Carpi, 143 E. 34th street, New York.

Rome (Italy) La Tribuna—A. Arib-Costa, 3647 Broadway, New York.

St. John (Canada) Telegraph—Dr. Van Buren Thorne, 78 27th street, Jackson Heights, L. I., N. Y.

Santiago de Chile La Nacion—Severo Salcedo, 163 Broadway, New York.

Shanghai Kuo Min News Agency—Ernest K. Moy, 295 Wadsworth avenue, New York.

Sofia Bulgarie, Dimitri Mamarcheff—Apt. 53, 3692 Broadway, New York.

Thessaly (Greece) Journal—D. N. Tsecos, 76 Central Park W., New York.

Tokio Japan Advertiser—Joseph P. Barry, 342 Madison avenue, New York.

Tokio Kokumin—M. Takarada, 741 West End avenue, New York.

Tokio Asahi Shimbun—I. K. Kitano, 8th floor, Times Annex, New York.

Tokio Osaka Mainichi—Saburo Suzuki, World Building, New York.

Tokio Hochi Shimbun—H. U. Clayton, care of Public Ledger, Philadelphia, Pa.

Turin La Stampa—Luigi Giovanola, 56 W. 51st street, New York.

Vienna (Austria) Neues Wiener Tagblatt—Simon Lehr, 200 Claremont avenue, New York.

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National campaign for a specific product, $2,000:

To Mrs. Erma Perham Proetz of the Gardner Advertising Company, St. Louis, for the campaign of Pet Milk, a product of the Pet Milk Company.

National Campaign of an Institutional Character, $2,000:

To the Ronalds Advertising Agency, Ltd., Montreal, for the institutional campaign of the Canadian Pacific Railway, prepared by W. P. Tuttle.

Local Campaign, $2,000:

To Barton, Durstine & Osborne, Inc., New York City, for the campaign of R. H. Macy & Company, Inc., prepared by Paul Hollister.

Industrial Campaign, $2,000:

To Davis & Geck, Inc., Brooklyn, New York, for the campaign of D & G Sutures.

For Scientific Research in Advertising, $2,000:

To J. Walter Thompson Company, New York City, for the research study titled: "Retail Shopping Areas."

For the Advertisement most Effective in its use of Text as the Chief Means of Delivering its Message, $1,000:

To Barton, Durstine & Osborne, Inc., New York City, for an advertisement of Marshall Field & Company, titled: "Even So Simple a Thing as a Handkerchief," prepared by Thoreau Cronyn.

For the Advertisement most Effective in its use of Pictorial Illustration, $1,000:

To T. M. Cleland, New York City, for an advertisement of the Cadillac Motor Car Company, titled: "Cadillac Creates a New Luxury in Motoring."

For the Advertisement most Effective in its Combination of Text and Illustration, $1,000:

To Calkins & Holden, New York City, for an advertisement of Wesson Oil, a product of the Southern Cotton Oil Company, titled: "And That's Why Women Really Prefer It."

For the Advertisement most Effective in Typography $1,000:

To the Ford Motor Company, Detroit, for an advertisement titled: "Important Facts about the New Ford Car."

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Albion College, Albion, Mich. Journalism under direction of English Department. Faculty: John W. Hillman. Enrollment: 20. Publications: The Pleiad (w), The Albionian (a). Organizations: Alpha Phi Gamma. Co-educational.

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Arkansas, University of, Fayetteville, Ark. Journalism under direction of English Department. Faiculty: W. J. Lemke, Associate Professor of Journalism, K. F. Hewins, Instructor of Journalism. Enrollment: 55. Publications: Arkansas Traveler, Arkansas Engineer, Arkansas Agriculturist, The Razorback (a). Co-educational.

Ashland College, Ashland, Ohio. Journalism under direction of English Department. Faculty: Prof. L. L. Garber. Enrollment: 8. Publications: Ashland Collegian, College Annual. Co-educational.

Baker University, Baldwin, Kansas., Department of Journalism. Faculty: Albert A. Applegate. Enrollment: 39. Publications: Baker Orange (w), Wildcat (a). Organizations: Press Club. Co-educational.

Baylor University, Waco, Texas. Department of Journalism. Enrollment: 110. Publications: The Daily Lariat. Organizations: Sigma Delta Rho. Co-educational.

Belhaven College, Jackson, Mississippi. Journalism under direction of English Department. Faculty: Elizabeth T. Newman. Enrollment: 12 Publications: The Kinetoscope, The Belhaven Miss, Journalist, Jr.

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Cornell University, Ithaca, N. Y. Department of Agricultural Journalism. Faculty: Bristow Adams, George S. Butlo. Enrollment: 42. Publications: Cornell Daily Sun, Cornell Countryman, Widow, Columns. Organizations: Sigma Delta Chi. Co-educational.

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Centre College, Danville, Ky. Department of Journalish. Faculty: Boyd A. Wise. Enrollment 12. Publications: The Cento, The Gold and White (a).

Cotner College, Lincoln, Neb. Journalism under the direction of the English Department. Faculty: Ernest W. Lundeen. Publications: The Cotner Collegian (w), The Bulldog (a). Organizations: Alpha Phi Gamma. Co-educational.

Chattanooga, University of, Chattanooga, Tenn. Journalism under direction of English Department. Faculty: Dr. E. S. Lindsey. Enrollment: 15. Publications: The Echo (w). Co-educational.

Elmira College, Elmira, New York. Journalism under direction of English Department. Faculty: Dorothy Dandore, Prof. of English. Publications: Elmira College Weekly, Sybil, Iris.

Emporia, College of, Emporia, Kansas. Journalism under direction of English Department. Faculty: K. W. Davidson, A. B.; B. Litt., M. S. Columbia U. Enrollment: 60. Publication: College Life. Co-educational.

College of the Ozarks, Clarksville, Ark. Journalism under the direction of English Department. Faculty: Frank E. McAnear. Enrollment: 28. Publications: The Mountain Eagle, the Aerie. Co-educational.

College of St. Thomas, St. Paul, Minn. Journalism under direction of English Department. Faculty: C. J. Zahradka, Rev. James Maynihan. Enrollment: 25. Publications: Purple and Gray. Co-educational.

Colorado College, Colorado Springs, Colo. Journalism under department of Business Administration. Faculty: Darell B. Harman. Enrollment: 29. Publications: Colorado College Tiger. Co-educational.

Colorado Agricultural College, Fort Collins, Col. Journalism under direction of English Department. Faculty: Prof. Alfred Westfall, E. A. Hancock. Enrollment, 55. Publications: Rocky Mt. Collegian (w), Silver Spruce (a). Organizations: Pi Delta Epsilon, Alpha Chi Alpha. Co-educational.

Colorado, University of, Boulder, Colo. Department of Journalism. Faculty: Prof. Ralph L. Crosman, A. Gayle Waldrop, Prof., Zell F. Mabee. Enrollment: 121. Silver and Gold (s. w.), Dodo. Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Columbia University School of Journalism, New York City (Est. 1912), by the late Joseph Pulitzer. Two-year course. Faculty: John W. Cunliffe, Director and Professor of English; Roscoe C. E. Brown, Professor of Journalism; Walter B. Pitkin, F. Fraser Bond, Professor of Journalism; Charles P. Cooper, Joseph W. Krutch, Professor of Journalism; Allen S. Will, Professor of Journalism; Philip W. Swain, Merryle S. Rukyser, William Preston Beazell, Henry W. Sackett, H. L. Cross, Miss Mabel Rollins. Courses: Political Writing, Development of the Modern Newspaper, Editorial Problems and Policies, Psychology of News-Interest, Psychology of News and Popular Reading, Newspaper Practice, Reporting and Copy Editing, Modern European Fiction and Poetry, Literary Criticism and Book Reviewing, Newspaper Writing, Editorial Writing, Dramatic Criticism, Financial Writing, Sunday Supplement Work, Law of Libel, Industrial and Trade Journalism, Technical and Scientific Journalism, Department Editing. Number of graduates: 525. Enrollment: 135. Publication: The Columbia Journalist (annually). Organizations: Sigma Delta Chi, Theta Sigma Phi. Special awards: Two faculty scholarships granting free tuition; 3 Pulitzer traveling scholorships of $1,500 each; 2 Sackett scholarships for graduate work of $300 each; Katherine McMahon scholarship, $75. Co-educational.

Cornell College, Mount Vernon, Iowa. Journalism under direction of English Department. Faculty: Clyde Tull. Enrollment: 25. Publication: The Cornellian (b. w.), The Husk, The Ollapod (q). Co-educational.

Dartmouth College, Hanover, N. H. Enrollment: 2,200. Publications: Alumni.

Defiance College, Defiance, Ohio. Journalism under direction of English Department. Faculty: Ethelyn Sexton. Enrollment: 12. Publication: The Defiance Collegian, Co-educational.

DePauw University, Greencastle, Indiana. Department of Journalism. Faculty: Prof. L. E. Mitchell, Wallace Biggs, Miss Hazel. Enrollment: 100. Publications: The DePauw, The DePauw Magazine (literary), The Mirage (a), The Yellow Crab. Organizations: Sigma Delta Chi, Theta Sigma Phi, Press Club. Awards: Orlando J. Smith Scholorship, Julian D. Hogate, Editorial Award, Maxwell Sports Prize, Bauner News Prize. Co-educational.

Denison University, Granville, Ohio. Journalism under direction of English Department. Faculty: Paul B. Green. Enrollment: 28. Publications: Denisonian Flamingo, Adytum. Organizations: Pi Delta Epsilon. Co-educational.

Eastern State Teachers College, Madison, South Dak. Journalism under direction of the English Department. Faculty: Louis M. Drake, B. J. N. of Mo. Enrollment: 31. Publications: College Payser and Annual. Co-educational.

Kentucky, University of, Lexington, Ky. Department of Journalism. Faculty: Enoch Grehan, Victor R. Portmann, Marguerite McLaughlin, Gerald Griffin. Enrollment: 375. Publications: Kentucky Kernel (w), Letters (q), Kentucky Derby (m). Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Editorships on student papers. Co-educational.

Ellsworth College, Iowa Falls, Iowa. Journalism under direction of the English Department. Faculty: Prof. Florentine Leweke. Enrollment: 240. Publications: The Student. Co-educational.

Emmanuel Missionary College, Berrien Springs, Mich. Journalism under direction of English Department. Faculty: H. M. Tippett. Enrollment: 17. Publications: The Student Movement. Co-educational.

Emory University, Atlanta, Georgia. Department of Journalism. Faculty: Prof. Raymond B. Nixon. Enrollment: 25. Publications: The Emory Wheel, The Phoenix. Organizations: Pi Delta Epsilon. Awards: Assistantship to one senior; recommendation for positions to outstanding student graduates.

Florida, University of, Gainesville, Florida. Department of Journalism. Faculty: Prof. Elmer J. Emig. Enrollment: 84. Publications: Florida Alligator. Organizations: Sigma Delta Chi, Pi Delta Epsilon. Awards: Faculty scholarship award.

Georgetown College, Georgetown, Ky. Journalism under direction of English Department. Faculty: R. P. Ewing. Enrollment: 15. Publications: The Georgetonian, Georgetown Quarterly. Organizations: Alpha Chi Alpha, Alpha Delta Sigma. Co-educational.

Henry W. Grady, School of Journalism, University of Georgia, Athens, Ga. Faculty: S. V. Sanford, Lit. D., Professor of English language and Journalism; John E. Drewry, A. B., B. J., A. M., Associate professor of Journalism; Mrs. M. H. Bryan, A. B., A. M., instructor in journalism; Paul W. Chapman, B. S., professor of agricultural journalism. Enrollment: 125. Publications: The Red and Black, (w), The Georgia Cracker (m). Organizations: Sigma Delta Chi, Scribes. Awards: Scholarship award. Co-educational.

Grinnell College, Grinnell, Iowa. Department of Journalism. Faculty: Wayne Gard, L. E. Mount. Enrollment: 41. Publications: The Scarlet and Black, The Tanager, The Malteaser, the Cyclone. Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Hamline University, St. Paul, Minn. Journalism under direction of English Department. Faculty: Miran A. Morrill. Enrollment: 12. Publications: The Hamline Oracle. Organizations: Pi Delta Epsilon. Co-educational.

Hastings College, Hastings, Nebraska. Journalism under the direction of English Department. Faculty: Miss Carpenter, Miss Hazel W. Furman. Enrollment: 21. Publications Hastings Collegian. Co-educational.

Hood College, Frederick, Maryland. Journalism under direction of the English Department. Faculty: Elizabeth Osborn, instructor in English. Enrollment: 6. Publications: Blue and Grey.

Howard College, Birmingham, Ala. Journalism under direction of English Department. Faculty: J. F. Rothermel, instructor. Enrollment: 18. Publications: The Howard Crimson. Co-educational.

Humboldt State Teachers College, Arcata,

(*Continued on page 252*)

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SCHOOLS OF JOURNALISM IN U. S.

(Continued from page 251)

Calif. Journalism under direction of English Department. Faculty: Maurice Hicklin. Enrollment 5. Publications: None. Co-educational.

Hunter College, Park Ave. and 68th St., New York City. Journalism under direction of English department. Faculty: D. Davis Farrington, Associate Professor. Enrollment: 80. Publications: Bulletin (w), Echo (m). Awards: $100 annual prize.

Illinois Wesleyan, Bloomington, Ill. Journalism under direction of English Department. Faculty: Ethel A. Wold. Enrollment: 24. Publications: Argus. Awards: Received the cup from state. Co-educational.

University of Idaho, Moscow, Idaho. Journalism under direction of English Department. Faculty: Edward F. Mason, Associate professor of journalism. Enrollment: 38. Publications: Idaho Argonaut (s.w.) Geur of the Mountains (a) Blue Bucket, Idaho Engineer, The Idaho Forester. Co-educational.

University of Illinois, Urbana, Ill. Division of Journalism. Faculty: L. W. Murphy, Director, R. R. Barlow, J. F. Wright, V. L. Krannert, C. B. Davis, C. L. Allen, O. C. Leiter, F. S. Siebert, H. H. Peffer, B. S. Dickinson, F. D. Ball, C. H. Fernald. Enrollment: 70. Publications: The Daily Illini, The Weekly Illini, The Illinois Magazine, The Siren, The Illio, Enterpriser, Agriculturist, Technograph, and Year Book. Organizations: Kappa Tau Alpha, Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma, Alpha Gamma Chi. Awards: Freshman scholarship award. Co-educational.

Indiana University, Bloomington, Ind. Department of Journalism. Faculty: J. W. Piercy, Prof. Joseph A. Wright, J. Wymond French, Frank Elliott, Mark Hamer. Enrollment: 230. Publications: Indiana Daily Student. The Alumnus. Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

University of Iowa, Iowa City, Iowa. School of Journalism. Faculty: F. L. Mott, F. J. Lazell, George H. Gallup, Velma Critz Stout, Fred M. Pownall. Enrollment: 182. Publications: The Daily Iowan, Frivol. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Luther A. Brewer Key. Co-educational.

Iowa State College, Ames, Iowa. Department of Journalism. Faculty: Blair Converse, head of department, C. R. F. Smith, Assistant professor, L. R. Combs, instructor. Enrollment: 75. Publications: Iowa State Student (t. w.) Iowa Agriculturist (m) Iowa Homemaker (m), Iowa Engineer (m). Organizations: Sigma Delta Chi and Theta Sigma Phi. Awards: $360 scholarship. Co-educational.

Judson College, Marion, Ala. Journalism under direction of English Department. Faculty: Cornelia E. Cooper, Associate professor of English. Enrollment: 7 Publications: The Triangle.

Judson College, Marion, Ala. Journalism under direction of English Department. Faculty: Miss Cornelia E. Cooper. Enrollment: 6. Publications: The Triangle (b. w.) Annual.

Kansas State Teachers College, Hays, Kansas. Journalism Department. Faculty: Edgar F. Schowalter, Professor of Journalism and Head of Department. Enrollment 30-50. Publications: The K. S. T. C. Leader. Co-educational.

Kansas State Agricultural College, Manhattan, Kansas. Journalism Department. Faculty: C. E. Rogers, Director, Professor E. T. Keith, E. M. Amos, F. E. Charles, Mrs. L. N. Neiswanger, Just. R. I. Thackrey. Enrollment: 151. Publications: Kansas State Collegian, Brown Bull, Industrialist. Organizations: Sigma Delta Chi and Theta Sigma Phi. Awards: Capper Shield, United Power and Light Co. Advertising award. Co-educational.

Kansas, University of, Lawrence, Kansas. Department of Journalism. Faculty: L. N. Flint: Enrollment: 380. Publications University Daily Kansan. Organizations: Sigma Delta Chi. Awards: Henry Scott Memorial Prize, Don Carlos Prize. Co-educational.

Lawrence College, Appleton, Wisconsin. Journalism under direction of English Department. Faculty: Asst. Prof. Olga Achtenhagen, M. A. Enrollment: 25 Publications: The Lawrentian, The Ariel. Organizations: Theta Zeta Phi, Pi Delta Epsilon. Co-educational.

Lombard College, Galesburg, Ill. Journalism under direction of English Department. Faculty: Prof. Lowell F. Huelster. Enrollment: 14. Publications: Lombard Review (w), Lombard Stroller (a). Awards: Journalistic "L." Co-educational.

Louisiana State University, Baton Rouge, La. Journalism Department. Faculty: M. G. Osborn, dir., Marcus M. Wilkerson, Emery K. Johnston, Marjorie B. Arbour. Enrollment: 105 Publications: The Reveille, The Gumbo. Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Maine, University of, Orono, Maine. Journalism under direction of English Department. Faculty: H. M. Eibl, Frederick G. Fassett, instructor in Journalism. Enrollment: 47. Publications: The Maine Campus (w). Organizations: Kappa Gamma Phi. Co-educational.

Montana, State University of, Missoula, Montana. School of Journalism. Faculty: A. S. Stone, Dean R. S. Housman, Asst. Prof. M. Abbott. Instructor Enrollment: 186. Publications: The Kaimin (s.w.) The Sentinel (a). Organizations: Theta Sigma Phi, Sigma Delta Phi, Co-educational.

Morquette University, College of Journalism, Milwaukee, Wis. Department of Journalism. Faculty: J. L. O'Sullivan dean, E. S. Carpenter, Charles Lechlndner, Walter Mattison, Richard Davis, Frank Vandesheidees. Enrollment: 50. Publications: Morquette Tribune, Journal and Hilltop. Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Marshall College, Huntington, West Virginia. Department of Journalism. Faculty: Prof. Wm. Page Pitt, Professors Boyd Jarell, James R. Clendenin, Paul Walker Long, Mrs. Sherman Yokum. Enrollment: 80. Publications: The Parthenon (w). Co-educational.

Medill School of Journalism of Northwestern University, Evanston and Chicago, Ill. Department of Journalism. Faculty: H. F. Harrington. Enrollment: 315. Publications: Daily Northwestern, Purple Parrot, Scrawl, Syllabus, Northwestern Commerce. Organizations: Sigma Delta Chi, Theta Sigma Phi, Iota Sigma Phi, Awards: George C. Bastian Honor Keys. Co-educational.

Mercer University, Macon, Georgia. Journalism Department. Faculty: John D. Allen, Mrs. Mark Eldridge. Enrollment: 40. Publications: Mercer Chester (w), The Cauldron (a). Organizations: Newspaper Club. Co-educational.

Michigan State College, East Lansing, Michigan. Journalism under direction of English Department. Faculty: J. B. Hasselman, Albert H. Nelson. Enrollment: 75. Publications: The Wolverine (a), Michigan State News (s. w.). Organizations: Pi Delta Epsilon. Co-educational.

Mills College, Oakland, Cal. Courses in Journalism under Journalistic writing and The Editorial. Faculty: Rosalind A. Keep. Enrollment: 10. Publications: The Mills College (w).

Minnesota, University of, Minneapolis, Minn. Department of Journalism. Faculty: Edward Marion Johnson, Thomas E. Steward, Bruce R. McCoy, Robt. W. Desmond, Fred L. Kildow, Kenneth E. Jacobson, James S. Sutherland. Enrollment: 300. Publications: The Minnesota Daily, Ski-U-Mah, Gober. Organizations: Sigma Delta Chi, Pi Delta Epsilon, Theta Sigma Phi, Corouts. Co-educational.

Missouri Valley College, Marshall, Mo. Journalism under direction of the English Department. Faculty: C. B. Spotts. Enrollment: 17. Publications: Delta, Sabiduria. Co-educational.

Nebraska, University of, Lincoln, Neb. School of Journalism. Faculty: Gayle Courtney Walker, Robt. Platt Crawford, James Ernest Lawrence. Enrollment: 190. Publications: The Daily Nebraskan, Awgwan, The Cornhusker (a), The Cornhusker Countryman (m). Organizations: Sigma Delta Chi, Theta Sigma Phi, Gamma Alpha Chi, Alpha Delta Sigma. Awards: The Nebraska chapter of Sigma Delta Chi awards each semester a silver loving cup to the reporter on The Daily Nebraskan who has written the best news story. Co-educational.

Nevada, University of, Reno, Nevada. Journalism under direction of English Departmentment. Faculty: A. L. Higginbotham, Associate Professor. Publications: The U of N Sagebrush, (w), The Desert Wolf, (q). Artemisia (a). Co-educational. 48.

New York, Newspaper Institute of America, 1776 Broadway, New York. Training in journalism by correspondence, using copy desk method. James McAlpin Pyle, president. Heads of faculty; Carrol Baker Dotson, vice-president and managing editor; John C. Klein, chief of copy desk. Average active enrollment: 2,000. Publication: The Copy Desk Flash. Co-educational.

New York University, New York City. Journalism Department. Faculty: Director of the Departments: Dr. James Melvin Lee, other members of the Faculty: Leon Rutledge Whipple, Henry Bailey Rathbone, Loren Holcombe Milliman, Sylvia Chatfield Bates, Paul A. Tierney, Thomas Gordon Lawrence, Herbert S. Gorman, Rolland B. Moore, John Bakeless, John Anderson, Archie H. Bittner. Publications: New York University Daily News. Award: William Bradford Memorial Fellowship. Co-educational.

North Carolina State College, Raleigh, N. C. Journalism under direction of English Department. Faculty: Stewart Robertson, Prof. Enrollment: 15. Publications: The Technician, The Wantangan. Organizations: Alpha Phi Gamma. Co-educational.

North Dakota, University of, Grand Forks, N. Dak. Department of Journalism. Faculty: Franklin E. Bump, Jr. Director, Joseph H. Mader, instructor, Viola Streimikes, assistant. Enrollment: 62. Publications: North Dakota Star, Dakota Student, North Dakota Alumni Magazine. Organizations: Sigma Delta Chi, Matrix. Co-educational.

Notre Dame, University of, Notre Dame, Ind. School of Journalism. Faculty: John M. Cooney, Ph. D., Director, Edw. J. Meehan, E. E. Richter. Enrollment: 74. Publications: The Scholastic, The Juggler, The Dome.

Occidential College, Los Angeles, Calif. Journalism under direction of English Department. Faculty: Carlton A. Sheffield. Enrollment: 40. Publications: Occidental (s. w.), Tawney Kat. Organizations: Press Club, Local Journal Society. Co-educational.

Ohio University, Athens, Ohio. Department of Journalism. Faculty: George Starr Lasher, Mr. Harold E. Moore, Mr. C. H. Harris, Mr. William Smiley. Enrollment: 40. Publications: The Athens Messenger. Co-educational.

Ohio Wesleyan University, Delaware, Ohio. Journalism under direction of English Department. Faculty: Douglass W. Miller. Enrollment: 35. Publications: Le Bijou (a), Ohio Wesleyan Transcript (s. w.). Organizations: Pi Delta Epsilon. Awards: W. E. Snyder cup. Co-educational.

Ohio State University, Columbus, Ohio. School of Journalism. Faculty: J. S. Myers, director, Osman C. Hooper, Lester Getzloe, Harry R. O'Brien, Norval Neil Luxon. Enrollment: 248. Publications: Daily Lantern, Ohio newspaper, Sun Dial, Apes and Peacocks, Makio. Organizations: Sigma Delta Chi, Theta Sigma Phi, Pi Delta Epsilon. Awards: Robt. F. Wolfe Medal. Co-educational.

Oklahoma City University, Oklahoma City, Oklahoma. Journalism department. Faculty: Gilbert Z. Garretson, H. E. Brill, Dan Delaney, Ralph Roddy. Enrollment: 62. Publications: The Campus, The Scarab, The Torch. Awards: Oklahoma News offers position to graduate, each year doing best work in journalism. Co-educational.

Oklahoma, University of, Norman, Oklahoma. School of Journalism. Faculty: H. H. Herbert, director, professor of journalism; John H. Casey, associate professor; Fayette Copeland, associate professor; Miss Grace E. Ray, instructor Miss May Frank, instructor. Enrollment: 142. Publications: Oklahoma Daily, Oklahoma Whirlwind, Sooner (a), University of Oklahoma Magazine (q), Sooner Magazine (alumni monthly), Oklahoma News Bulletin (w), Sooner State Press (w), Extension News Letter Organizations: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma. Co-educational.

Oregon State College, Corvallis, Oregon. Department of Journalism. Faculty: Maynard W. Brown, C. J. McIntosh, Frank K. Snow, John C. Burtner. Enrollment: 350. Publications: Daily Barometer, Oregon Countryman, Technical Record, Annual Cruise, Oregon State Directory, Manuscript. Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Oregon, University of, Eugene, Oregon. School of Journalism. Faculty: Eric W. Allen, Dean, George S. Turnbull, W. F. G. Thacher, Robert C. Hall, Ralph D. Casey, George H. Godfrey, Edwin H. Ford, Harris Ellsworth, John Henry Nash, Litt. D. Enrollment: 239. Publications: Oregon Daily Emerald, Old Oregon, Oregon Exchanges, John Henry Nash Fine Arts Press (a). Organizations: Sigma Delta Chi, Theta Sigma Chi, Alpha Delta Sigma, Gamma Alpha Chi. Co-educational.

Pennsylvania State College, State College, Pennsylvania. Journalism under direction of English Department. Faculty: Wm. P. Gibbons, Franklin P. Banner. Enrollment: 200. Publications: The Penn State Collegian, Froth, Pennsylvania State Farmer, Penn State Engineer, Sa Vie. Organizations: Pi De. Co-educational.

Pennsylvania, University of, Philadelphia, Pa. Journalism under direction of English Department. Faculty: Reese James, Paul C. Kitchen, Nathias A. Shaaber, Harry D. Easterline. Enrollment: 250. Publications: The Pennsylvanian, The Red and Blue, The Punch Bowl, The Bennett News. Co-educational.

Pittsburgh, University of, Pittsburgh, Pa. Department of Journalism. Faculty: William S. Mauisby, Annabelle E. Burdick, Enrollment: 75. Publications: The Pitt Weekly, The Pitt Panther, The Owl. Organizations: Sigma Delta Chi. Co-educational.

Phillips University, Enid, Oklahoma. Journalism under direction of English Department. Faculty: H. G. Rooker. Publications: The Slate, The Phillipian (a). Co-educational.

Rutgers University, New Brunswick, N. J. Department of Journalism. Faculty: Allen Sinclair Will, Professor in charge: Hubert R. Ede, Associate Professor; Kenneth Q. Jennings, Assistant. Enrollment: 91. Awards: Annual Scholarship from N. J. Press Association. Co-educational.

St. Bonaventure's College, Town of Allegany, N. Y. Journalism under department of English. Faculty: Irving R. Bacon, M. A. Publications: The St. Bona Venture (w), the Laurel monthly magazine-Year Book.

St. Mary's College, St. Mary's, Kansas. Journalism under the direction of English Department. Faculty: Rev. John Danihy, S. J. Rev. Edwin F. Hendrix, S. J. Enrollment: 55. Publications: Dial (a), Dial (q), Hour Glass (b. w.).

Santa Ana Junior College, Santa Ana, Calif. Journalism under the direction of the English Department. Faculty: C. C. Stewart, Instructor. Enrollment: 20. Publications: The Don. Organizations: Press Club of 30 members. Co-educational.

South Carolina, University of, Columbia, S. C. School of Journalism. Faculty: J. Rion McKissick, dean. Havilah Babcock, associate professor. Enrollment: 115. Publications: The Gamecock, The Carolinian, The Garnet and Black. Organizations. Sigma Delta Chi. Awards: The Beaufort Watts Ball scholarship. Co-educational.

South Dakota State College, Brookings, S. Dak. Department of Journalism. Faculty: Prof. Charles U. Byrne, F. E. Perkins, Alan Dailey, E. B. Harding, L. Q. Hollen. Enrollment: 35. Publications: Industrial Collegian (w). Co-educational.

South Dakota, University of, Vermilion, South Dakota. Department of Journalism. Faculty: E. G. Trotzig, G. H. Holmes, J. B. Townsley. Enrollment: 58. Publications: The Volante (s. w.), The Wet Hen, Scribbler, The Coyote (a). Organizations: Sigma Delta Chi, Delta Theta Pi. Awards: Sigma Delta Chi Scholarship. Co-educational.

Southern California, University of, Los Angeles, Calif. Faculty: Roy L. French, Ivan Benson, Julia Norton McCorkle, Marc Goodnow. Enrollment: 116. Publications Daily Trojan, Wampus (m), El Rodeo (a). Organizations: Pi Delta Epsilon, By-Liners, Alpha Sigma Chi, Sigma. Co-educational.

Southern Methodist University, Dallas, Texas. Department of Journalism. Faculty: A. F. Henning, director, Miss Grace Sprau. Enrollment: 69. Publications: Semi Weekly Campus. Organizations: Alpha Delta Epsilon, Sigma Phi. Awards: Silver and gold pins. Co-educational.

Southwestern College, Winfield, Kansas. Journalism under direction of English Department. Faculty: V. Royce West. Enrollment: 35. Publications: The Southwestern Collegian (w), the Moundbuilder (a), the Alumni News. Co-educational.

Stanford University, Palo Alto, California. Department of Journalism. Faculty: Everitt W. Smith, Buford O. Brown, Thomas G. Irwin. Enrollment: 30. Publications: Stanford Daily, Stanford Literary Magazine, the Chaparal. Organizations. Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Syracuse University, Syracuse, New York. Department of Journalism. Faculty: Prof. J. O. Simmons, Samuel Cahan, Dr. Paul M. Paine. Enrollment: 95. Publications: Syracuse Daily Orange, Onondagan Year book. Organizations: Sigma Delta Chi, Theta Sigma Phi, Pi Delta Epsilon. Co-educational.

Temple University, Philadelphia, Pa. Department of Journalism. Faculty: Henry E. Birdsong, Charles A. Wright. Enrollment: 115. Publications: Temple University News, The Owl. Co-educational.

Texas Christian University, Fort Worth, Texas. Department of Journalism. Faculty: J. Willard Ridings, B. J. U. of Mo. A. M., U. of Mo.; Head Amos Melton, A. B., instructor; Miss Phyllis Pope, assistant. Enrollment: 42. Publications: The Skiff. Co-educational.

Texas, University of, Austin, Texas. Department of Journalism. Faculty: Paul J. Thompson, W. D. Hernaday, Bess Jane Logan, W. L. McGill, De Witt Reddick. Enrollment: 201. Publications: Daily Texan. Organizations: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma. Awards: Texas Women's Press Association Scholarship. Co-educational.

Bessie Taft College, Forsyth, Ga. Department of Journalism. Faculty: Rabun L. Brantley. Enrollment: 50. Publications: The Campus, Quill, Student Government Handbook, Chiaroscuro (a).

Toledo, University of, Toledo, Ohio. Journalism under department of English. Faculty: W. E. Hall and C. R. Corbin. Enrollment: 75. Publications: Campus Collegian and Blockhouse. Advance students have assignments on Toledo city dailies. Co-educational.

Trinity University, Waxahachie, Texas. Department of Journalism. Faculty: Lester Jordan. Enrollment: 58. Publications: Trinitonian, (w), Mirage (a). Awards: Prizes for best article written all year. Co-educational.

Tulsa University, Tulsa, Okla. Journalism under direction of English Department. Faculty: W. E. Morris, Jr. Enrollment: 30. Publications: The Collegian. Awards: Small contest awards. Co-educational.

Tulane University, New Orleans, La. Department of Journalism. Faculty: George E. Simmons. Enrollment: 19. Publications: Tulane Hullabaloo, New Orleans Times-Picayune. Organizations: Theta Nu. Co-educational.

Vermont, University, Burlington, Vermont. Journalism under direction of English Department. Faculty: W. H. Crockett. Enrollment: 15. Organizations: Pi Delta Rho. Co-educational.

Washington, University of, Seattle, Wash. School of Journalism. Faculty: Dean Vernon McKenzie, Robt. W. Jones, Byron H. Christian, Fred W. Kennedy, Edwin F. Wintermute. Enrollment: 50. Publications: Daily, Columns, Tyee. Organizations: Sigma Delta Chi, Theta Sigma Phi, Hammer and Coffin, Alpha Delta Sigma, Gamma Alpha Chi. Co-educational.

Washburn College, Topeka, Kansas. Department of Journalism. Faculty: Ralph Burkholder. Enrollment: 55. Publications: The Washburn Review. Co-educational.

Washington and Jefferson College, Washington, Pa. Journalism under direction of English Department. Enrollment: 8. Publications: The Red and Black (w). Organization: Pi Delta Epsilon.

Wellesley College, Wellesley, Mass. Journalism under direction of English Department. Faculty: Josephine H. Batchelder, Agnes F. Perkins. Enrollment: 71. Publications: Wellesley College News (w), Literary Review (q).

Western Maryland College, Westminster, Maryland. Journalism under direction of English Department. Faculty: Mrs. C. Irving Carpenter: Enrollment: 8. Publications: The Gold Bug. Co-educational.

Westminster College, New Wilmington, Pa. Journalism under direction of English Department. Faculty: Professor Robt. X. Graham. Enrollment: 22. Publications: Holcad (w), Argo (a), Westminstrel. Organizations: Tau Gamma Delta, Pi Delta Epsilon, Psi Nu. Co-educational.

West Virginia University, Morgantown, W. Va. Department of Journalism. Faculty: P. I. Reed, W. A. Evans, W. C. Schnopp. Enrollment: 110. Publications: Athenaeum (t. w.), W. Va. Agriculturist, Monticola (a). Organizations: Matrix, University Press Club. Co-educational.

Wheaton College, Wheaton, Ill. Journalism under direction of English Department. Faculty: Darien A. Straw. Enrollment: 14. Publications: The Record. Co-educational.

William and Mary, College of, Williamsburg, Va. School of Journalism. Faculty: Prof. G. G. Clark. Enrollment: 80. Publications: The Flat Hat (w), Nunttely Magazine. Co-educational.

Wisconsin, University of, Madison Wis. Department of Journalism. Faculty: Willard Grosvenor Bleyer, Director and Professor of Journalism, Grant M. Hyde, Professor, Chilton R. Bush, Assistant Professor, Kenneth E. Olson, Assistant Professor, Helen M. Patterson, Assistant Professor. Andrew W. Hopkins, Professor of Agricultural Journalism, William A. Sumner, Associate Professor of Agricultural Journalism, Grace Langdon, Instructor in Agricultural Journalism. Enrollment: 350. Publications: Daily Cardinal, Wisconsin Literary Magazine (m), Octopus, Wisconsin Country Magazine, Wisconsin Engineer, Badger (a). Organizations: Sigma Delta Chi, Theta Sigma Phi, Coranto, University Press Club. Co-educational.

Wittenberg College, Springfield, Ohio. Journalism under the direction of English Department. Faculty: Karl G. Lind. Enrollment: 15. Publications: Wittenberg Torch, Campus News (w). Organizations: Scroll and Quill. Co-educational.

Wyoming, University of, Laramie, Wyo. Journalism under direction of the English Department. Faculty: V. C. Coulter, S. F. Burrage, Lucille Norvell. Enrollment: 40. Publications: Branding Iron. Co-educational.

A STAFF *and a* METHOD

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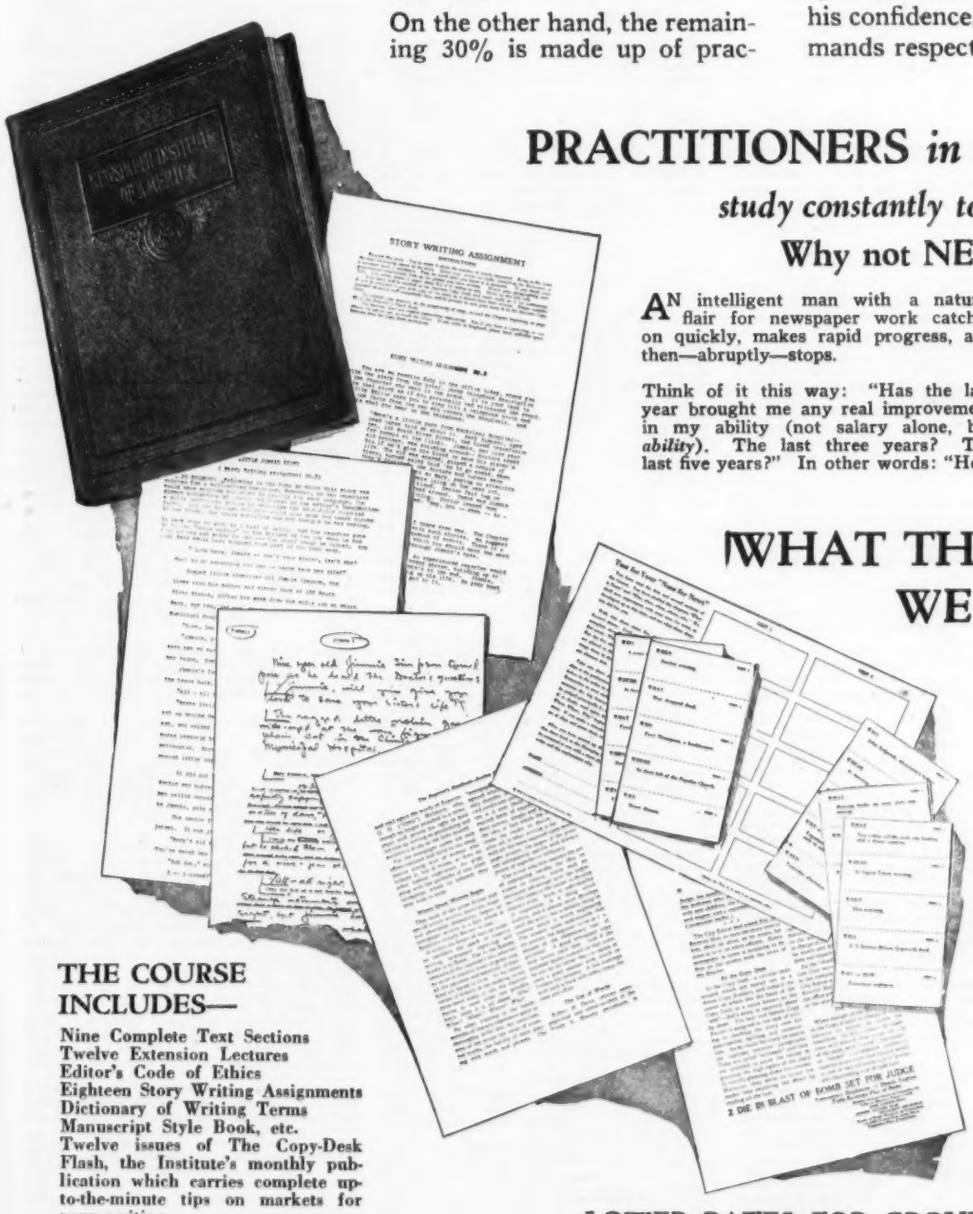
FOR three and one-half years, the Newspaper Institute of America has been conclusively proving that journalism can be taught—and taught by mail. In making this proof, the N. I. A. has dealt extensively with both novice and veteran. Approximately 70% of the student-membership is raw, green material—with little or no writing experience.

On the other hand, the remaining 30% is made up of practising newspaper men or people earning their living at some other form of writing. Obviously, Institute training has an appeal not only to untutored but to discriminating judgment.

The reason is that N. I. A. instruction is flexible—individual. It adapts itself to the student's special needs, broadens his viewpoint, bolsters his confidence. It is vivid, stimulating, and commands respect.



PRACTITIONERS *in every* PROFESSION

study constantly to improve themselves—
Why not NEWSPAPERMEN?

AN intelligent man with a natural flair for newspaper work catches on quickly, makes rapid progress, and then—abruptly—stops.

Think of it this way: "Has the last year brought me any real improvement in my ability (not salary alone, but *ability*). The last three years? The last five years?" In other words: "How many things can I do better? How many more things can I do?"

After a certain point, improvement doesn't come naturally—it must be worked for. A man needs the stimulation of new contacts, and new criticisms—new standards by which to measure himself.

WHAT THE TRAINING WE OFFER IS LIKE

NEWSPAPER INSTITUTE training consists of a thorough course of intensely practical lectures written by some of the best New York newspaper editors and writers—men with whom it is a privilege to talk shop. There is a series of typical important assignments, a nose for news test, the theory and practice of story structure, and week-by-week writing assignments. These assignments are individually criticized and blue-pencilled by the editors at the N. I. A. copy desk. A group of men with 182 years of newspaper experience behind them are cooperating in the Institute instruction. Every sentence that the student writes is as carefully corrected and edited as if it were destined to appear in one of the great metropolitan dailies.

THE COURSE INCLUDES—

Nine Complete Text Sections
Twelve Extension Lectures
Editor's Code of Ethics
Eighteen Story Writing Assignments
Dictionary of Writing Terms
Manuscript Style Book, etc.
Twelve issues of The Copy-Desk Flash, the Institute's monthly publication which carries complete up-to-the-minute tips on markets for your writing.

Every week, throughout the period of training, the student receives interesting additional parts of the course. He is constantly in touch with the editors at the N.I.A. copy-desk—constantly receiving new assignments to cover and old assignments edited and criticized.

LOWER RATES FOR GROUP INSTRUCTION

The cost, either to the staff as a whole or to individual students is trifling—low enough to permit even a small newspaper to give it to several or all of its men.

Our book, *Journalism, Your Future, and You*, presents an interesting analysis of the newspaper opportunity—and of the methods and aims pursued in the N.I.A. The best way to size us up is to send for this book. No obligation, of course.

NEWSPAPER INSTITUTE *of* AMERICA - 1776 Broadway, New York

LITERARY AND ART MARKETS OF THE UNITED STATES

THE following information covering the principal literary and art markets of the United States has been compiled by Editor & Publisher for the service of writers, newspaper men and illustrators.

The data below was obtained by questionnaire to the responsible executives in charge of purchasing manuscripts for their publications. The compilation shows that there is a tremendous demand for all types of writing. Fiction, in the form of the short story, probably leads the field, but there is a large market for authoritative articles upon nearly every branch of endeavor. The market for art, while necessarily more limited, is broad enough to encourage those new in the field.

The following symbols are used (M) monthly publications; (Tri-M) tri-monthly; (Bi-M) bi-monthly; (W) weekly.

American Boy (M) Sprague Publishing Co. Editor, Griffith Ogden Ellis, managing editor, George F. Pierrot, 550 Lafayette, Detroit, Mich. Mss., short stories, serials, to run in four installments, stories with plenty of plot and action. Art director, George F. Pierrot. All submitted manuscripts are considered. Payment on acceptance.

American Cookery (M) 221 Columbus Avenue, Boston, Mass. Mss. Short fiction, 1,500 to 3,000 words. Short articles on household subjects. Payment on acceptance.

American Girl (M) Publisher, Girl Scouts, Editor, Camille Davied, 670 Lexington Avenue, N. Y. Mss. adventure stories of about 4,000 to 4,500 words with plenty of action and mystery in them. Art director, Camille Davied. Payment on acceptance.

American Magazine (M) Crowell Publishing Co., 250 Park Avenue. Editor, Merle Crowell. Mss. Fiction and interesting people sketches. Art director, Henry Quinan. Considers all contributions. Payment on acceptance within one to three weeks.

American Mercury (M) Alfred A. Knopf. Editor, H. L. Mencken, 730 Fifth Avenue, New York. Mss., articles dealing with American themes and personalities. Only one story and poem in an issue. Considers all contributions. Payment on acceptance.

The Annalist (W) N. Y. Times Company. Editor, Benj. Baker, Times Square, New York. Not in the market for mss.

Army & Navy Journal (W) John Callan O'Laughlin. Editor, John Callan O'Laughlin, 1800 E. Street, N. W., Washington, D. C.

Arts & Decoration (M) Elting F. Warner. Editor, Marz Fontan Roberts, 578 Madison Avenue, N. Y. Mss., articles on homes, gardens, interior decoration in all its details. Art director, M. F. Roberts. Considers all contributions. Payment 5th publication month.

Author & Journalist (M) W. E. Hawkins and John T. Bartlett. Editor, Willard E. Hawkins, 1839 Champa Street, Denver, Colo. Mss. Articles by successful authors and editors on writing and selling literary material; articles on writing fiction, verse, trade journal articles. Payment on acceptance.

Asia (M) C. B. Van Tassel. Editor, L. D. Froelick, 468 Fourth Avenue, N. Y. Mss., fact articles of human interest on peoples of the Orient, Russia, Africa and oriental-occidental relations. Art director, Marjorie Kinkead. Photographs. Payment on acceptance.

The Aviator (M) Aviator Publishing Co. Editor, Horace T. Chilton, Temple, Texas. Mss., feature articles on aviation up to 3,000 words, fiction with an air angle to the same length, and "Who's Who" features of 750 words, everything except the fiction to be illustrated with photographs. Payable on publication.

Automobile Digest (M) Automobile Digest. Editor, Ray F. Kuns, 22 E. 12th Street, Cincinnati, Ohio. Mss., actual stories on garages, service stations and car dealers—merchandising schemes, novel services money-making and business-getting policies. Payment on acceptance.

Baseball Magazine (M) Baseball Magazine Co. Editor, F. C. Lane, 70 Fifth Avenue, N. Y. Mss., general articles on baseball. Occasional bits of verse on athletic sports. Art director, Clifford Bloodgood. Cover designs and occasional pen and ink humorous sketches. Considers all contributions. Payment on acceptance.

Battle Stories (M) Fawcett Publications, Inc. Editor, Roscoe Fawcett, Robbinsdale, Minn. Mss., fighting stories with the late World War as locale. Must be realistic but credible. Army, navy, air or spy stories are acceptable. Short stories 3,000 to 7,000 words; novelettes up to 15,000 words. Art work, covers for magazines, preferably in oil. Payment on acceptance.

Better Homes & Gardens (M) Meredith Publishing Company. Editor, E. T. Peterson, 1714 Locust Street, Des Moines, Iowa. Mss., informative articles about homes and gardens which appeal to readers in cities, towns and suburbs. Art director, Peter J. Coppo. Payment on acceptance.

The Billboard (W) Billboard Publishing Co. Editor, Don Carle Gillette, 25 Opera Place, Cincinnati, Ohio. Mss., anything of practical value to theater or show folk. Payment on publication.

Black Mask (M) Pro. Distributors Publishing Co., Inc. Editor, Joseph T. Shaw, 578 Madison Avenue, New York. Mss., swift moving, action-detective fiction, plausible in all details; western, border and adventure stories. Art director, Joseph T. Shaw. Covers and headings. Considers all contributions. Payment on acceptance.

Bookman (M) Seward B. Collins Co. Editor, Seward B. Collins, 386 Fourth Avenue, New York. Mss., literary, economic, scientific stories. Art director, Seward B. Collins. Sketches, caricatures, woodcuts. Payment on acceptance.

Boy's Life (W) Standard Publishing Co., Box 5, Station N, Cincinnati, Ohio. Mss., short stories, up to 2,500 words. Photographs, serials on clean adventure, athletics, etc., for young boys. Payment once a month.

Child Life (M) Rand McNally & Co. Editor, Rose Waldo, 5365 Clark Street, Chicago, Illinois. Mss., realistic stories for boys and girls from 4 to 12—stories with interesting plots. Payment within two or three weeks of acceptance.

Children (M) George J. Hecht. Editor, Clara Savage Littledale, 353 Fourth Avenue, N. Y. Mss., articles on child care and training from the crib to college, poetry on the parent-child relationship, and fiction of the psychological sort, directed to parents only. Art director, Eugene de Lopatecki. Payment on acceptance

College Humor (M) J. M. Lansinger. Editor, H. N. Swanson, 1050 N. La Salle Street, Chicago, Ill. Mss., short stories of sports, young love; college element desirable but not necessary. Art director, Thomas W. Burroughs. Covers, girls' heads. Payment once a week.

Columbia (M) Knights of Columbus. Editor, John Donahue, 45 Wall Street, New Haven, Conn. Mss., short stories of action appealing to men. Articles on contemporary science travel, sport and topics of general interest. Payment on acceptance.

The Country Gentleman (M) Curtis Publishing Co. Editor, Phillip S. Rose, Independence Square, Philadelphia, Pa. Mss., serial fiction, short stories, articles, humor. Art director, Miss Elizabeth Dinsmore. Original drawings and photographs. Payment on acceptance.

Country Life (M) Doubleday Doran & Co. Editor, Reginald T. Townsend, Garden City, L. I., N. Y. Mss., articles on country living, country estates, building and decorating, gardens and gardening, sports, etc. No poetry and no fiction. Considers all contributions. Payment upon acceptance.

Current History (M) N. Y. Times Co. Editor, George W. Ochs-Oakes, Ansonia Hotel, New York. Mss., articles dealing with contemporary history, social, economic, political, scientific. Art director, Spencer Brodney. Considers all contributions carefully. Payment on publication.

D. A. C. News (M) Chas A. Hughes. Editor, Chas. A. Hughes, 241 Madison Avenue, Detroit, Michigan. Mss. humor articles containing not more than 2,000 words. Art director, Jos. Faust. Payment on acceptance.

Dance (M) MacFadden Publishing Co. Editor, Paul R. Milton, 1926 Broadway, New York. Mss. articles on personalities and situations of musical show business, including musical comedies, revues, vaudeville presentations. Art director, W. H. Campbell. Payment on acceptance.

Detective Story Magazine (W) Street & Smith. Editor, F. E. Blackwell; associate editor, D. C. Hubbard, 79 Seventh Avenue, N. Y. Mss., clean, outdoor stories of western United States, New Mexico, Alaska and Canada. Considers all contributions. Payment on acceptance.

The Editor (W) Wm. R. Kane. Editor, Wm. R. Kane, Book Hill, Highland Falls, N. Y. Mss., articles on writing are used. Material is submitted gratis.

The Etude (M) Theo. Presser Co. Editor, J. F. Cooke, 1712 Chestnut Street, Philadelphia, Pa. Mss., articles from 100 to 2,000 words, inspirational and dealing with technical or cultural themes of interest to the music teacher or student. Art director, Wm. S. Nortenheim. Considers all contributions. Payment on publication.

Everybody's (M) Ridgway Company. Editor, William Corcoran, 223 Spring Street, New York. Mss., action, adventure, fiction. No articles or verse. Colorful cover paintings solicited. Payment on acceptance.

Extension (M) Catholic Church Extension Society. Editor, S. A. Balders, 180 No. Wabash Avenue, Chicago, Ill. Not in the market for literature. Illustrations for stories purchased. Payment on acceptance.

Family Herald & Weekly Star (W) Montreal Star Co., Ltd. Editor, Mr. C. Gordonsmith, St. James Street, Montreal, Quebec, Canada. Mss., first-class fiction, no poetry, agricultural articles and Canadian historical sketches. Payment after publication.

The Farm Journal (M) Wilmer Atkinson Co. Editor, Arthur H. Jenkins, Washington Square, Philadelphia, Pa. Mss., agricultural, general, fiction from 3,000 to 4,000 words. Art director, Charles P. Shoffner. Cover designs for full color, illustrations for fiction features, photographs—technical and general. Payment on acceptance.

Farm & Fireside (M) Crowell Publishing Co. Editor, George Martin, 250 Park Avenue, New York. Mss., fiction of around 3,000 words; and occasional feature of from 700 to 1,400 words. Art director, Robert Dumm. Payment on acceptance.

Field & Stream (M) E. F. Warner. Editor, Ray P. Holland, 578 Madison Avenue, New York. Mss., good live hunting, fishing and camping stories with plenty of action. Practical articles for the outdoor man. Art director, W. J. Schaldach. Cover designs and illustrations for mss. Payment on acceptance.

Forbes (Bi-W) Forbes Publishing Company. Editor, B. C. Forbes, 120 Fifth Avenue, New York. Mss., personality articles, financial article, anecdotes. Art director, Max Jaediker. Covers—illustrations symbolizing industry, progress, religion, layouts. Payment on publication.

Forecast (M) C. H. Goudiss. Editor, A. M. Goudiss, 6 East 39th Street, New York. Mss., special articles on food, health, household management, child care, and articles of interest to women in the home. Photographs purchased. Payment on acceptance.

The Forum (M) Forum Publishing Co. Editor, Henry Goddard Leach, 441 Lexington Avenue, New York. Mss., controversial articles, short stories, light essays, serials, poetry. Wood cuts, etchings, line drawings. Payment on acceptance.

Fur-Fish-Game (M) A. R. Harding. Editor, A. R. Harding, 174 E. Long Street, Columbus, Ohio. Mss., general articles on true incidents of the old west, scouts, etc. True stories of big game hunts accompanied by actual photographs. Payment on acceptance.

Frontier Stories (M) Doubleday, Doran & Co. Editor, H. E. Maule, Country Life Press, Garden City, New York. Mss., short stories, novelettes, novels. Fact articles up to 500 words. No photographic illustrations. Fiction should feature plot and action with strong adventure appeal. Art director, Jefferson Cralle. Black and white illustrative material. Line cuts only. Payment on acceptance.

Golf Illustrated (M) Golf Illustrated, Inc. Editor, Wm. Henry Beers, 425 Fifth Avenue, New York. Mss., good material pertaining to golf exclusively, especially photographs and instruction material. Art director, Wm. Henry Beers. Payment on 25th of month.

Grit (W) Grit Publishing Co. Editor, Frederic E. Manson, 208 W. Third Street., Williamsport, Pa. Art director, Howard J. Lamade. Mss., unique short stories of about 100 to 300 words dealing with the out-of-the-ordinary together with photograph or illustration. Short stories and articles appealing to small towns. All contributions considered. Payment on publication.

Good Housekeeping (M) International Magazine Co. Editor, William F. Bigelow, 57th Street and 8th Avenue, New York City. Mss., short stories of about 5,000 words, timely articles and short poems. Art director, Harold Shinn. Payment on acceptance.

Health Culture (M) Harold W. Turner. Editor, Dr. Elmer Lee, 1133 Broadway, New York. Mss Has own staff of contributors.

Hearst's International (M) International Magazine Company, Inc. Editor, Ray Long, 57th Street and 8th Avenue, N. Y. C. Mss., serials approximately 80,000 words, short stories of 1,500 to 8,000 words—love, romance, adventure, mystery, etc. Timely articles of 1,500 to 3,000 words. Art director, Sid Hydeman. Payment on acceptance.

Home Friend Magazine (M) F. I. Moore. Editor, E. A. Weishaar, 1411 Wyandotte Street, Kansas City, Missouri. Mss., fiction of the romantic type, 5,000 words, homecraft articles. Art director, E. A. Weishaar. Cover drawings, illustrations. Payment on acceptance.

House Beautiful (M) H. B. Publishing Corp. Editor, Ethel B. Power, 8 Arlington Street, Boston, Mass. Mss., articles which have to do with the house, furniture and the garden. Art director, Beulah K. Folmsbee. Attractive photographs and plans of houses and gardens. Payments made every week.

House & Garden (M) Conde Nast Publications. Editor, Richardson Wright, 420 Lexington Avenue, New York. Mss., practical, informative on architecture, interior decoration, gardening. Art director, Harry B. Freeman. Photographs, covers, some drawings. Payment on acceptance.

Household Magazine (M) Arthur Capper. Editor, Nelson Antrim Crawford, Topeka, Kansas. Mss., fiction, verse, feature articles, also material for housekeeping departments. Manuscripts should interest women. Finest serial rights purchased. Art director, Lela M. Harmon. Illustrations in oil, charcoal and wash. Fashion drawings in line and wash. Considers all contributions. Payment on acceptance.

Illustrated Mechanics (M) F. I. Moore. Editor, E. A. Weishaar, 1411 Wyandotte Street, Kansas City, Missouri. Mss., handy hints for the home and shop. Articles of a popular scientific nature. Art director, E. A. Weishaar. Cover drawings and photos. Payment on acceptance.

John Martin's Book (M) John Martin's House. Editor, John Martin, 33 West 49th Street, New York. Mss., juvenile material. Stories of real life, history, legend, Bible, nature, information, for older readers up to 11. Stories for children up to 6, limit 1,200 words. Art director, John Martin. Use only line work, one and two colors. Payment on acceptance, for mss., for art, few weeks after delivery.

Independent (W) has been merged with Outlook of New York.

International Studio (M) International Studio, Inc. Editor, H. J. Whigham, 57th Street and 8th Avenue, New York. Mss., on all fields of art, especially antique art painting, sculpture, textile, and the crafts in general. Payment made on 10th of month following acceptance.

Keith's Beautiful Homes Magazine (M) Keith Corporation. Editor, M. L. Keith, 100 N. 7th Street, Minneapolis, Minn. Mss., dealing with architecture, landscaping, gardens and flowers, homebuilding, etc., accompanied by good illustrations. (Non-fiction). Payment on acceptance.

Labor Topics (W) Great Falls Labor Press. Editor, Willis L. Wright, Box 1456 Great Falls, Montana. Payment on acceptance.

Liberty Weekly (W) Liberty Weekly, Inc. Sheppard Butler, executive editor, 247 Park Avenue, New York. Mss., romantic, adventure, humorous short stories, youthful appeal; timely human interest articles. Art director, M. B. Aleshire. Illustrations for stories and articles. Payment on acceptance.

Literary Digest (W) Funk & Wagnalls. Editor, Wm. Seaver Woods, 354 Fourth Avenue, New York. Use no original matter.

The Living Age (M) The Living Age Company. Editor, John Bakeless, 280 Broadway, New York. Mss., general articles on foreign travel, world affairs, biographies, of eminent contemporary figures, chiefly foreign. Art director, Harry Lorin Binsse. Maps, caricatures, photographs. Considers all contributions carefully. Payment on acceptance.

Love Story Magazine (W) Street & Smith Co. Editor, Daisy Bacon, 79 Seventh Ave. Mss., clean love stories. All contributions considered. Payment on acceptance.

The Mentor (M) Crowell Publishing Co. Editor, W. D. Moffat, 250 Park Avenue, New York. Mss., short articles written in a popular and interesting style covering important subjects in the various fields of knowledge—must be accompanied by photographic or other illustrations. Payment on acceptance.

Michigan Architect and Builder (M) I. J. Lines. Editor, I. J. Lines, 234 State Street, Detroit, Michigan. Mss., everything pertaining to architecture buildings. Articles on interior decorating, operation and management of apartments. Real estate news. Art director, L. J. Lines.

The Modern Priscilla (M) The Priscilla Publishing Company. Editor, Stella A. Bradford, 470 Atlantic Avenue, Boston, Mass. Mss., needlework, homecrafts, housekeeping, small amount of fiction. Art director, Paul E. Goodridge. Cover designs only. Payment on acceptance.

Motor Boat (Bi-M) J. Bannings. Editor, Charles H. Hall, 101 West 31st Street, New York. Mss., technical and semi-technical on boat and motor design and operation. Accounts of cruises—short practical building articles, etc. Art director, H. J. Lee. Payment on acceptance.

Musical Courier (W) Musical Courier Co. Editor, Leonard Liebling, 113 West 57th Street, New York City. Mss., musical subjects, technical subjects, interviews. Payment on publication.

The Nation (W) National Press Printing Co., Inc. Editor, Oswald Garrison Villard, 20 Vesey Street, New York. Mss., short articles of news interest, poetry, book reviews. Payment on publication.

Nation's Business (M) Chamber of Commerce of U. S. Editor, Merle Thorpe, 1615 H Street, Washington, D. C. Mss., business and industrial topics not more than 3,500 words. Art directors: Lester Douglas, Charles Dunn, Art Brown; photographs, illustrations, cartoons. All contributions considered. Payment on acceptance.

National Geographic Magazine (M) Nat. Geo. Society. Editor, Gilbert Grosvenor, 16th and M Streets, N. W., Washington, D. C. Mss., travel, geographic, and archeological research; natural history, related to geography. Art director, Franklin L. Fisher, chief of illustrations. Photographs and autochromes. All contributions carefully considered. Payment on acceptance.

Nature Magazine (M) American Nature Association. Editor, P. S. Ridsdale, 1214 16th Street, Washington, D. C. Mss., popular yet scientifically accurate natural history. Now overstocked. Art director, R. Bruce Horsfall. Payment on acceptance.

The New Republic, (W) New Republic, Inc. Editor, Herbert Croly, 421 West 21st street, New York. Short articles, preferably about 2,000 words, on current social, political, and economic questions. Sketches, 1,000-2,000 words. A limited amount of verse, which must be of exceptional quality. Payment on publication.

The New Yorker (W) F. R. Publishing Corp., 25 W. 45th Street, New York. Mss., short prose (satirical or humorous), articles up to 2,000 words (historical or factual) anecdotes and personality material for Talk of the Town, light verse and fillers. Idea drawings, spots, atmosphere, drawings and covers. Payment on acceptance.

Opportunity (M) James R. Quirk. Managing editor, Wm. T. Walsh, 750 No. Michigan Avenue, Chicago, Ill. Mss., articles about direct salesmen, interviews with big business men containing advice and inspiration for salesmen and also fiction. All contributions carefully considered.

Outdoor Life (M) J. A. McGuire. Editor, Harry McGuire, 1824 Curtis Street, Denver, Colo. Mss., stories about hunting and fishing and allied subjects, preferably between 2,500 and 3,000 words, and necessarily well illustrated. Payment on acceptance.

Paris Nights (M) Shade Publishing Co. Editor, H. A. Shade, 1008 W. York Street, Philadelphia, Pa. Mss., short stories with Parisian backgrounds but American in plot and appeal, articles on the Latin quarter. Art director, G. B. Shade. Payment on acceptance.

People's Home Journal (M) People's Home Journal, Inc. Editor, Katherine Clayberger, 80 Lafayette Street, New York. Mss., fiction, strong human interest and dramatic situations. Western short stories and serials desired as well as other varieties. Art director, Josephine Nelson. Payment within two weeks of acceptance.

Photoplay (M) James R. Quirk. Editor, James R. Quirk; managing editor, Frederick J. Smith, 221 W. 57th Street, New York. Mss., stories or articles dealing with motion picture activities or personalities. Payment on acceptance.

Physical Culture Magazine (M) Macfadden Publications. Editor, Carl Easton Williams, 1926 Broadway, New York. Mss., articles of self-help on the art of living, health, beauty, etc. Personal experiences with the human interest and self-help note. Art director, Wallace Hamilton Campbell. Art work purchased, covers, illustrations, etc.

Popular Science (M) O. B. Capen. Editor, Sumner Blossom, 250 Fourth Avenue, New York. Mss., long and short articles which interpret for laymen new development in science and mechanics. Art director, Israel Doskow. Line and wash drawings. Payment on acceptance.

Poster (M) Outdoor Advertising Association of America, Inc. Editor, Burton Harrington, 165 W. Wacker Drive, Chicago, Ill. Mss., commercial art, advertising, merchandising sales programs—anything of constructive help to sales executives. Art director, R. R. Epperly. Payment on acceptance.

Psychology, (M) Henry Knight Miller. Editor, Henry Knight Miller, 17 West 60th street, New York. Mss. Business success stories, inspirational articles; articles on practical and applied psychology; health articles. Payment on publication.

Q S T (M) American Radio Relay League. Editor, K. B. Warner, 1711 Park Street, Hartford, Connecticut. No manuscripts purchased. Covers purchased. Payment on acceptance.

Radio Broadcast (M) Doubleday, Doran & Co., Inc. Editor, Willis Kingsley Wing, Garden City, New York. Mss., technical, engineering, constructional. All contributions considered of the type mentioned above. Payment on publication.

Radio News (M) Experimenter Publishing Co. Editor, Hugo Gernsback, 230 Fifth Avenue, New York. Mss., technical or semi-technical articles dealing with the theory, construction and operation of radio apparatus. Semi-technical articles explaining radio actions or describing new radio developments. Fiction with a technical angle. No poetry or love stories. Art director, Miss Vera Zirpolo. Payment on acceptance.

Radio World (W). Editor, Roland Burke Hennessy, 145 West 45th Street, New York. Mss., technical articles on radio. Art director, Anthony Sodaro. Payment 30 days after publication.

Red Book (M) Consolidated Magazines Corp. Editor, Edwin Balmer, 36 S. State Street, Chi-

(*Continued on page 255*)

LITERARY AND ART MARKETS OF U. S. A.

(Continued from page 254)

cago, Ill. Mss., serial novels, short stories and articles. Art director, Henry Theide. Payment on acceptance.

The Ring (M) Nat Fleischer. Editor Nat Fleisher, 11 W. 42nd Street, New York. Mss. Boxing Magazine stories, short fiction 1,200 words to 1,500 words. Payment on acceptance.

The Rudder (M) Rudder Publishing Co. Editor, W. F. Crosby, 9 Murray St., New York. Mss., no fiction, cruise stories, technical papers on naval architecture or navigation when well illustrated. Payment on publication.

Sales Tales (formerly How to Sell) (M) The Spalding Publications, Inc. Editor, Sam Spalding, Mt. Morris, Ill. Mss., personality articles about successful salesmen selling at retail from office to office, house to house, etc. Short stories on direct selling themes. Brief experience articles. Payment part on acceptance, part on publication.

Science & Invention (M) Experimenter Publishing Company. Editor, Hugo Gernsback, 230 Fifth Avenue, New York. Mss., all kinds of manuscripts dealing with science. Should be illustrated by either photos or suggestions for drawings. Art director, V. Zirpolo. Payment on publication.

The Spur (Bi-M) The Angus Co., Inc. Editor, H. S. Adams, 425 Fifth Avenue, New York. Mss., personality, travel, sport and antiques, but only treated along "class" lines. Payment on acceptance.

St. Nicholas (M) The Century Co. Editor, George F. Thomson, 353 Fourth Avenue, New York. Mss., stories (serial and short), articles and sketches, verse, suitable to boys and girls of high-school age, averaging about fourteen years. Art director, George F. Thomson. Timely photographs, drawings, used as illustrations for text. Payment on acceptance.

The Sample Case (M) Chas. H. Smith. Editor, Chas. H. Smith, 632 N. Park, Columbus, Ohio. Mss., articles connected with wholesale selling to retailers, constructive merchandising and distribution, elimination of waste. Payment on acceptance.

Saturday Evening Post (W) Curtis Publishing Co. Editor, George Horace Lorimer, Independence Square, Philadelphia, Pa. Mss., serials, short stories, articles, verse, humor and short length material for two departments —Out-of-doors and Getting on in the World. Art Director, Bessie Y. Riddell. Payments first Tuesday after acceptance.

Scientific American (M) S. A. Publishing Co. Orson D. Munn, editor, 24 West 40th Street, New York. Descriptive of engineering, industrial accomplishment, archaeology, general sciences, etc. Contributions carefully considered. Payment on acceptance.

Screen Secrets (M) W. H. Fawcett. Editor, Roscoe Fawcett; associate editor., E. R. Sammis, Robbinsdale, Minn. Mss., interviews with movie stars, fact articles with novel slant about the motion picture industry, short stories and serials with moving picture background. Art director, Al Allard. Cover portraits of movie stars in pastel. Payments on acceptance.

Scribner's Magazine (M) Charles Scribner's Sons. Editor, Robert Bridges, 599 Fifth Avenue, New York. Mss., short stories not over 5,000 words and an occasional serial. Articles and essays (short discussions on current topics), poetry. Art director, J. H. Chapin. Payment on acceptance.

Sea Stories (M) Street & Smith Corp. Editor, Lawrence Lee, 79 Seventh Avenue, New York. Mss., short stories, novelettes, serials, articles and fiction. Art director, Wm. Heines. Payment on acceptance.

Secrets (M) Ramer Reviews, Inc. Editor, Natalie Messenger, 104 West 42nd Street, New York. Mss., 1st person, realistic stories, 3,000 to 5,000 words. Art director, Howard Redell. Payment on publication.

Short Stories (Bi-M) Doubleday, Doran & Co. Editor, H. E. Maule, Garden City, New York. Mss., short stories, novelettes, novels, and serials dealing with adventure, mystery, the out-of-door, with strong plots and plenty of action, flying adventure stories. Colored covers, and black and white illustrations. Contributions considered. Payment on acceptance.

The Sketch (M) Doubleday, Doran & Co. Editor, Beverley Nichols, 244 Madison Avenue, New York. Mss., modern, modified satirical articles of about 1500 words. Art director, Beverley Nichols. Drawings and illustrative work solicited. Considers all contributions. Payment on publication.

Smart Set (M) James R. Quirk, 221 West 57th Street, New York. Mss., short stories from 3000 to 5000 words of a type that will appeal to young women from 18 to 30. Light, humorous or romantic but not true story type. Third person preferred. Art director, Mr. Hopfmuller. Mss. not solicited, but art work is. Payment on acceptance.

Specialty Salesman (M) National Specialty Salesmen Publication, Inc. Mng. Editor, Geo. F. Peabody. Mss., short stories and live articles of the inspirational courage-building type with a direct-selling slant. No verse and no jokes. No art work solicited. Payment on acceptance.

Sport Story (Bi-M) Street & Smith Corp. Editor, Lawrence Lee, 79 Seventh Avenue, New York. Mss., all good fiction dealing with national sports—about three or four months ahead of the actual seasons. Art director, Wm. Heines. Payment on acceptance.

Theatre Magazine (M) Meyer Brothers. Editor, Perriton Maxwell, 2 West 45th Street, New York. Mss., unconventional and controversial dealing with modern drama or the well-known figures of the stage. Art director, Mr. Maxwell. Portraits drawn from life. Payment on publication.

Time (W) Time, Inc. Editor, Briton Hadden, 205 East 42nd Street, New York. Mss., occationally pays outsiders for valuable material or tips but doesn't buy stories of any sort. Art director, Barton Hadden. Photographs. Payment monthly or weekly as requested.

Top-Notch (Bi-M) Street & Smith. Editor, George B. Jenkins, 79 Seventh Avenue, New York. Mss., straight-forward, interesting, rapid moving stories that grip reader's attention. Detective, mystery, action, adventure, sport and humorous. Art director, Mr. William H. Heines. Considers all contributions. Payment on acceptance.

Town and Country (Bi-M) Stuyvesant Co. Editor, H. J. Whigham, 57th Street and 8th Avenue, New York. Mss., not purchased. Photographs. Payment on publication.

Travel (M) Robt. M. McBride & Co. Editor, Coburn Gilman, 7 West 16th Street, New York. Mss., travel article on all parts of the world, written from a human interest standpoint. Must be illustrated with photographs. Payment on publication.

Town Topics (W) Town Topics Publishing Co. Editor, A. R. Keller, 2 West 45th Street, New York. Mss., short stories not more than 1500 words, skits, poems, vignettes, satires, sketches. Art director, C. L. McClure. Payment on publication.

Triple X (M) Fawcett Publishing Co. Editor, W. H. Fawcett, Robbinsdale, Minn. Mss., air, war, western, seasonal sports, general adventure, western serials. Art director, Al Allard. Covers, story illustrations. Considers all work submitted. Payment on acceptance.

U. S. Air Services (M) Earl N. Findley, Editor. Earl N. Findley, Star Bldg., Washington, D. C. Mss., aeronautical. Art director, Robt. Carroll Daly. Airplanes, airships. Payment on publication.

Woman's World (M) Walter W. Manning, Editor, Walter W. Manning 4223 W. Lake Street, Chicago, Ill. Mss., short stories 2500 to 5000 words dealing with romance, adventure, mystery. Serials about 40,000 to 60,000 words. Art director, R. M. Wallace. Payment on acceptance.

World Traveler (M) Geo. R. Martin, Editor, Charles Norcross, 247 Park Avenue, New York. Mss., Light, up-to-date articles dealing with travel or travel personalities. Art director, Beverly Towles. Black and white line drawings. Payment on Publication.

World's Work (M) Doubleday, Doran & Co. Editor, Barton Currie, 244 Madison Avenue, New York. Mss., articles up to 4,000 words pertaining to world events. General information on all subjects pertaining to American industry, financial enterprises, transportation problems, travel, religious or educational organization, scientific research, international politics. Art director, Alan C. Collins. Payment on acceptance.

Writer's Digest (M) Editor, Richard K. Abbott, 22 East 12th Street, Cincinnati, Ohio. Mss., articles of interest to anyone engaged in literary work, up to 2000 words. Articles must derive their information from some authoritative souce. All contributions considered. Payment on 20th of month of publication.

Writer's Monthly, The Home Correspondence School (M) Editor, J. Berg Esenwein, Myrick Bldg., Springfield, Mass. Mss., articles on story writing, newspaper and magazine journalism, play-writing, and other professional literary work. No art work purchased. Payment on acceptance.

Yachting (M) Earle D. Grimm, Editor, Herbert L. Stone, 205 East 42nd Street, New York. Mss., cruising and racing stories; technical material dealing with every phase of yachting. Art director, Herbert L. Stone. Paintings, etchings, drawings, photographs of boats. Payment on publication.

The Youth's Companion (M) Donald B. Snyder. Editor, Hartford Powell, Jr., 8 Arlington Street, Boston, Mass. Mss., fiction, articles and short technical pieces. Art director, Malcolm Johnson. Illustration purchased on commission only. Payment on acceptance.

NECROLOGY—1928

Dates given in following list represent issues in which obituary notices appeared in EDITOR & PUBLISHER.

Michael B. Abrahamson on staff of New York Times (July 21).

J. W. Adams, pub. Columbia City (Ind.) Post (Nov. 10).

Tilden Adamson, form. city ed., Brooklyn Eagle and Atlanta Constitution (May 12).

Nathaniel P. Babcock, connected with N. Y. American and N. Y. Herald Tribune (Feb. 18).

Warren Worth Bailey, ed. and pub. Johnstown (Pa.) Democrat (Nov. 17).

Patrick C. Baker, form. gen. mngr. Detroit (Mich.) News (Feb. 18).

Delos Richard Baker, one-time mng. ed. Cincinnati Post, ed. staff Cincinnati Times-Star (Dec. 29).

T. B. Baldwin, vet. mem. editorial staff, Dallas Morning News, Semi Weekly Farm News (Aug. 18).

C. W. Barrett, ed. Canton (Mo.) Press (June 16).

Clarence W. Barron, pub. Wall Street Journal (Oct. 6).

J. H. Barrows, head of purch. dept. Los Angeles (Calif.) Evening Herald (May 5).

Mrs. Hazel Deyo Batchelor, writer of newspaper serials (Aug. 18).

Harrison L. Beach, form. sup. of Central div. of Associated Press (Mar. 3).

Henry F. Bechman, inv. press imp. (Feb. 18).

David J. Berry, form. publisher Westmoreland County (Pa.) pub. Industrial Labor Review (Nov. 17).

W. C. Berry, pub. and part owner Johnson County (Tenn.) News (Oct. 13).

Jack Bethea, ed. Birmingham (Ala.) Post (July 7).

John Keble Bell, form. ed. London Sketch (April 7).

Eugene K. Bird, connected with Tribune and Sun (N. Y.), (Feb. 4).

Mrs. Gertrude Steckel Bishop, wife of Wallace Bishop, well known comic artist (June 2).

William J. Blair, ed. and pub. Caledonia (O.) enterprise (May 5).

Charles A. Blaisdell, corres. Boston (Mass.) Globe (Feb. 4).

Stephen H. Blaydes, ed. and pub. Belleville (N. J.) Times (Oct. 27).

John R. Bone, mng. ed. Toronto Star (June 16).

L. Bart Bonie, treas. Roche Adv. Co. (Mar. 17).

William B. Boswell, ed. Castlewood (S. D.) Hamlin County Republican (Oct. 27).

Frank C. Bowker, city ed. Boston (Mass.) Transcript (Feb. 11).

Ben Stevens Boyce, formerly ed. and pub. Indianapolis (Ind.) Times (Aug. 18).

William Boyd, pub. McKenzie (Tenn.) Banner (Apr. 28).

Edward A. Bradford, mem. of staff N. Y. Times (May 12).

Alson Ward Brown, ed. Home Visitor (Farmington, Ill.) (Nov. 10).

J. Holman Buck, former ed. Mina (Nev.) Western Neveda Miner (June 16).

Merten E. Burke, form. mng. ed. New York Daily News (Dec. 15).

George W. Burroughs, vet. Kans. newspaper man, Founder of Concordia Blade (July 21).

Donn Byrne, author and former newspaper man (June 23).

Daniel W. Callaghan, form. ed. and pub. Arlington (Mass.) Searchlight (Dec. 22).

J. Ray Carpenter, form. adv. mngr. Austin (Texas) Statesman (Sept. 15).

Edwin R. Champlin, night ed. Norwich (Conn.) Bulletin (Sept. 15).

Frank S. Chance, of Frank S. Chance Advertising Agency and Art Sign Co. (Dec. 22).

Allen B. Clark, bus. mngr. Nashville (Tenn.) Banner (April 7).

W. H. Clark, pub. Cortland (N. Y.) Standard, Norwich (N. Y.) Sun. (Mar. 17).

Arthur L. Clarke ed. San Jose (Cal.) Mercury-Herald (Jan. 28).

J. C. Clayton, ed. Alex (Okla.) Tribune (Nov. 17).

Walter E. Clearly, sub. ed. Paterson Morning Call (Aug. 18).

Sheldon S. Cline mng. ed. Washington Evening Star (May 26).

Howard Clithero, adv. mngr. Lewis Knitting Co. (Mar. 3).

Calvin Cobb, ed. and pub. Boise (Idaho) Daily Statesman, one-time vice-president Associated Press (Nov. 17).

Hon. Mark Cohen ed. Dunedin (N. Z.) Evening Star (Apr. 7).

D. Solis Cohen, connected Philadelphia Public Ledger, Philadelphia Sunday Dispatch (Nov. 24).

Kimball Gleason Colby, pub. Lawrence (Mass.) Telegram (Mar. 31).

John M. Colligan, mng. ed. Rock Island (Ill.) Argus (Jan. 21).

Michael F. Collins, ed. and pub. Troy (N. Y.) Sunday Observer (Dec. 29).

E. T. Conkle, superintendent of bureaus, United Press (Mar. 3).

Charles M. Connolly, adv. mgr. Cluett, Peabody & Co. (N. Y.) (Jan. 21).

C. C. Connor, pub. Farrell (Pa.) Sentinel (Dec. 15).

Murray A. Cooper, founder Washington (Pa.) Observer (Aug. 11).

Charles W. Corbin, member Corwin & Corwin (Feb. 11).

Ephraim Cornman, former newspaper ed. in Idaho (Oct. 6).

Thomas P. Cosgrave, vet. newspaper writer of Pacific Coast (Sept. 29).

William C. Courtney, vice-pres. Brooklyn Citizen (Oct. 20).

C. S. Crain, form ed. Victorville (Cal.) Victor Valley News-Herald (Nov. 24).

Dr. Frank Crane, editorial writer for McClure Syndicate (Nov. 10).

Charles Craw, vet. ed. Oxford (Ind.) Gazette (Nov. 10).

Frederick Crawford, assoc. Hearst newspapers (Dec. 22).

Austin P. Cristy, founder and publisher Worcester Telegram (Mass.) (Aug. 4).

William H. Crocker, ed. American Architect (Oct. 27).

Charles A. P. Dachsel, form. Milwaukee German newspaper man (Dec. 8).

Alan Dale, Dram. critic New York American (May 26).

Frank M. Dallam, Sr., conn. with Kelso (Wash.) Kelsonian Tribune (Feb. 25).

Thomas J. Davies, treas. Herald Printing Co. (Shenandoah, Pa.) (Mar. 10).

Frank Dickson, pub. Refugio (Texas) Review (Oct. 27).

Nelson H. Disbrow, ed. and pub. Oyster Bay (N. Y.) Guardian (Dec. 8).

Joseph K. Dissett, bus. mgr. Niagara Falls (N. Y.) Journal (Nov. 10).

Col. H. M. Doak, former pub. Nashville Banner and Memphis Avalanche (Oct. 13).

George Dobson, former mging. ed. Brooklyn (N. Y.) Daily Eagle (May 12).

Herbert L. Dodd, ed. and owner of Lake City (Fla.) Reporter (Sept. 22).

C. L. Dotson, form. pub. Sioux Falls (S. D.) Press (Dec. 1).

Harry M. Doty, ed. Chatham (N. Y.) Courier (Apr. 14).

James G. Dougherty, pres. Dougherty Adv. Co. (N. Y.) (Mar. 17).

Fenton J. Dowling, mngr. N. J. ter. of Interborough News Co., of New York and former circ. mgr. EDITOR & PUBLISHER (May 26).

Joseph R. Downs, mng. ed. Zanesville (O.) Signal (Nov. 24).

Milton L. Dunn, tel. ed. Chicago Herald & Examiner (Jan. 28).

R. Cameron Drummond, state ed. Muncie (Ind.) Morning Star (Dec. 15).

Colin V. Dyment, pub. Hayward Journal (Cal.) (Nov. 3).

James B. Eagan, city ed. Hoboken (N. J.) Jersey Observer (Dec. 22).

Cornelius Edmonds, many years ed. Lincoln (Ill.) Courier (July 21).

Robt. W. Egan, vet. news. man and oil trade magazine publ. vice pres. Oil & Gas Journal (Dec. 22).

Henry Eland, corres. Wall Street Journal (Dec. 22).

Dr. William R. Ellis, adv. and bus. mngr. Boston Record and associated with Richardson, Hill & Co. (July 28).

James M. Emerson, pub. Ansonia (Conn.) Evening Sentinel (Dec. 15).

Lincoln Eyre, Berlin corres. N. Y. Times (Sept. 15).

William E. Faulkender, ed. Huntingdon (Pa.) Evening Journal (July 14).

Richard Lee Fearn, form. Wash. correspondent of United Press Assoc. (Mar. 31).

Philip Sidney Fiske, ed. staff N. Y. Sun and Boston Journal (Apr. 14).

James N. Floyd, mem. ed. staff Salt Lake Tribune (July 14).

Austin J. Ford, pub. Irish World (July 28).

James Lauren Ford, humorist and author, Literary critic N. Y. Herald (Mar. 3).

Eugene Foster, ed. Gladwin (Mich.) Record (Oct. 13).

State Senator George J. Foster, pub. Foster's Daily Democrat (June 30).

G. B. Frease, former owner Canton (O.) Repository (Mar. 10).

Gibson M. Freer, ed. Arenzville (Ill.) Times (Sept. 15).

John F. Frost, pres. Brooklyn Citizen (Apr 21).

Duane W. Fuller, news. ed. and publ. Antwerp Gazette (Mar. 10).

H. E. Fuller, cir. mng. Edmonton (Alta.) Herald (Feb. 4).

Robert H. Fuller, former member of staff Worcester (Mass.) Spy, later with Albany (N. Y.) Evening Journal as assoc. ed. (Jan. 7).

James Austin Fynes, form. night ed. Boston (Mass.) Herald, dram. ed. N. Y. Sun (Aug. 4).

Charles Arthur Galpin, mng. dir. Ceylon Times (Aug. 4).

Frederick N. Gates, pres. W. N. Gates Adv. Agency (June 2).

William Chauncey Gates, pub. Milwaukee Sentinel (Feb. 18).

Extus L. Gay, vet. Oklahoma publisher, form. ed. Pawhuska Osage County News (Nov. 3).

Harold Goff, mng. ed. Salt Lake City Deseret News (Oct. 13).

Louis P. Goodnow, member Detroit (Mich.) News (Feb. 11).

Henry Gorman, former ed. and pub. Sarnia (Ont.) Observer (Nov. 17).

William A. Gozier, bus. mgr. Boston Post (July 21).

George F. Grassie, mem. Dallas Journal ed. staff. (July 21).

Edgar M. Green, pioneer newspaper and business man. Formerly owned Cushing (Okla.) Weekly Citizen (May 5).

Mrs. William Henry Greenhow, owner and pub. Hornell (N. Y.) Tribune Times (Dec. 15).

Sewell Haggard, ed. McClure's Hearst's Everybodys (Jan. 7).

Austin P. Haines, ed. Des Moines Daily News, Iowa Homestead, connected with Fawcett Publications (Apr. 21).

Benj. F. Hall, mem. adv. dept. Elmira (N. Y.) Star-Gazette (Feb. 18).

Joseph F. Halloran, form. publisher Mining and Scientific Press and Pacific Rural Press (June 16).

William H. Hamby, org. Missouri Writers' Guild, well known writer (Feb. 4).

Herbert P. Hand, connected with the Chicago Evening Post (Mar. 10).

J. S. Hardy, pub. Ennis News and Snyder Signal (Dec. 22).

Tom E. Harper, owner Corning (Cal.) Observer (Nov. 3).

Robt. T. Hart, printer and ed. mng. and ed. Sussex Journal (Georgetown) (Feb. 4).

William S. Hartley, corres. Boston (Mass.) Herald (Mar. 3).

George Harvey, connected with North American Review, Harvey's Weekly (Aug. 25).

William S. Hathaway, connected with Boston (Mass.) Herald and Boston Post and Boston Advertiser (Mar. 3).

Ervin B. Hawkins, mem. of editorial staff N. Y. World (Mar. 10).

Willis B. Hawkins, mem. ed. staff N. Y. Evening World (May 5).

Roy Stanton Hayward, form. owner Bremerton (Wash.) Searchlight, (Feb. 25).

George Henschall, form. conn. N. Y. Morning Telegraph (July 28).

George Hibbard, lit. ed. Buffalo Evening News (July 14).

Paxton Hibben, form European corres. Collier's Weekly, Associated Press, Leslie's Weekly, Chicago Tribune (Dec. 8).

Fred S. Hill, adv. mgr. in Denver for McGraw-Hill Publishing Co. (June 16).

Richmond C. Hill, form. city ed. Buffalo Courier (Apr. 21).

John Alva Hillis, reporter for Miami (Fla.) Herald (June 2).

Charles C. Hiteshew, mem. cir. dept. Reading (Pa.) Eagle (June 2).

Mrs. Ella W. Hoag, assoc. ed. Christian Science Journal, Christian Science Sentinel (Nov. 3).

Ivan Hobson, cir. mgr. Kewanee (Ill.) Star-Courier (Sept. 29).

Frank E. Hodgekins, first city ed. Portland (Ore.) Evening Telegram (Nov. 3).

Edward G. Holden, former ed. Detroit (Mich.) Free Press, Detroit Journal (Jan. 7).

Colonel Holland, pub. Farm & Ranch (Texas), and Holland's Magazine (Jan. 21).

W. R. Hollister, ed. Jefferson City (Mo.) Capitol News (Oct. 13).

George W. Hopp, pub. Camas (Wash.) Post (Dec. 8).

Charles W. Hoyt, pres. Charles W. Hoyt, Inc. (Sept. 22).

F. J. Hulaniski, form. pub. Richmond (Cal.) Daily News (Feb. 25).

Charles B. Hull, adv. mgr. Hunting & Fishing (Apr. 21).

Edward M. Hullinger, city ed. Urbana (O.) Citizen (Oct. 6).

Fred Jacob, lit. music and dram. critic Toronto (Ont.) Mail & Empire (June 9).

Harry M. Johnson, pub. Rockford (Ill.) Republic (Jan. 28).

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NECROLOGY

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H. T. Johnson, Sr., owner and ed. Desha County (Ark.) News (Apr. 21).

J. Harry Johnson, form. pub. Deer Park (Wash.) Union (Nov. 17).

Walter D. Johnson, adv. mgr. Seattle Argus (Nov. 3).

James Albert Jones, press foreman N. Y. Times (June 16).

W. O. Jones, ed. Lincoln (Neb.) State Journal (Feb. 4).

Joseph S. Kaufman, pres. American Safety Razor Corp. (Feb. 11).

Frank T. Keeler, conn. Everett (Mass.) Herald (Mar. 3).

Frederick A. Kehew, ed and pub. Edited papers in Lancaster, N. H., Clinton, Chelsea, Everett and Lawrence, (Mass.) (Mar. 24).

John J. Kenney, cir. mngr. Springfield (Ill.) Illinois State Regis. (Dec. 15).

Charles F. Kernan, rep. Buffalo Evening News (June 16).

A. C. Kessinger, pub. Rome (N. Y.) Sentinel (July 7).

Thomas A. Kindred, pub. Mexia (Tex.) Daily Ledger (Dec. 1).

Guy M. Kingsbury, pub. Dunkirk (O.) Standard (Nov. 3).

Irwin Kirkwood, form. ed. Kansas City (Mo.) Star (Feb. 4).

Harry W. Knapp, mngr. ed. Grinnell (Ia.) Register (June 2).

Daniel S. Knowlton, form. ed. Boston Sunday Times (Dec. 8).

Adolf Kraus, former ed. Chicago Times (Oct. 27).

Alfred B. Kreitzburg, adv. mgr. Electric Storage Battery Co. (Oct. 20).

Henry A. Kudner, pub. Lapeer (Mich.) County News (Oct. 27).

Clayton Lee, one of founders of United Press Assoc. (Oct. 27).

W. McDonald Lee, ed. and owner Irvington (Va.) Virginian (Dec. 1).

Arthur Lefevre, ed. Texaco Star (Texas) (Mar. 17).

Edward O. Leigh, mem. editorial staff Owensboro (Ky.) Messenger (Sept. 22).

Byron E. Leslie, form. pub. Cole County Democrat (Mo.) (June 2).

N. J. Levinson, founder of San Bernardino (Cal.) Sun, owner of the Fresno (Cal.) Herald (April 7).

Charles H. Levy, local ed. Trenton State Gazette, connected with Newark Courier, and New York Graphic.

Thomas F. Logan, pres. Lord & Thomas & Logan Adv. Agency (Aug. 11).

Herbert N. Longendyke, advertising man and publisher recently associated with Troy Times (Apr. 28).

David G. Longworth, pub. The Sphinx (Cairo, Egypt) (Jan. 14).

Edward T. Lowe, pres. Lowe Publishing Co. (Aug. 25).

Edward Staats Luther, former pol. ed. New York Morning Telegraph (Nov. 24).

Charles Lynch, form. ed. Bayonne (N. J.) Herald (Mar. 17).

James W. McCarigle, pub. Niagara Falls (N. Y.) Courier (June 30).

John F. McCauley, form. assistant mng. ed. Pittsburgh Sun (June 23).

Horace McClure, ed. writer Seattle Times (Nov. 3).

John P. McCormick, mng. ed. Hoboken (N. J.) Observer (Apr. 21).

James A. McGrath, formerly connected with N. Y. Telegraph, Telegram and Herald (June 2).

Hector A. McLean, news ed. El Paso (Texas) Times (Aug. 4).

John McMahon, former dramatic editor N. Y. Daily Mirror (Mar. 3).

George McQuaid, form. mng. ed. San Antonio (Tex.) Express (Mar. 17).

Edward F. McSweeney, form. editorial writer Boston Traveler (Nov. 24).

Frederick W. Mackenzie, assoc. ed. Amer. Labor Legislation Review (June 2).

Charles T. Agnew MacLean, ed. Popular Magazine and Smith's Magazine (June 23).

Gwyn Maher, bus. mngr. Catholic Telegraph (Ky.). One of the founders of Knights of Columbus (Mar. 10).

George Barry Mallon, city ed. Sun (N. Y.) under Charles A. Dana (Jan. 21).

George E. Marcellus, ed. and pub. LeRoy (N. Y.) Gazette (July 28).

Fred. J. Marshall, mngr. ed. Logan (Utah) Journal (Feb. 11).

Charles H. Mandy, former night city ed. Birmingham Age-Herald (Mar. 24).

Marion M. Manner, ed. Montana Post (June 16).

James E. Mannix, city ed. Newburyport (Mass.) News (Oct. 27).

D. H. Mayar, form. pres. Washington Press Assoc. and pub. Leavenworth (Wash.) Echo (Nov. 3).

Joseph Meadon, pres. Franklin Press and Offset Co. (Detroit) (Mar. 3).

Stephen P. Meador, ed. and pub. Okalona Messenger (Ark.) (Apr. 7).

Edwin T. Meredith, pres. Meredith Publications (June 23).

Victor Eugene Merrill, pres. Sherbrooke (Que.) Daily Record (Nov. 3).

Harry E. Metzger, form. ed. Aurora (Neb.) Sun (Dec. 8).

Charles Grant Miller, former ed. Cleveland Press and writer of syndicated editorials (Oct. 13).

Charles T. Miller, form. owner and ed. of the Cannelton (Ind.) Enquirer (Sept. 8).

Mrs. Winfield Scott Moody, form. columnist syndicate editor and mag. editorial writer, New York Evening Sun, New York World (Dec. 22).

Roscoe C. Mitchell, connected with N. Y. World, Raleigh News & Observer, and Philadelphia Public Ledger (Mar. 31).

Charles E. Montague, ed. writer Manchester Guardian (June 2).

Charles B. Montgomery, weather forecaster. Correspondent for the Bridgeport Sunday Herald (Mar. 24).

Thurle B. Moon, creator of "Shorty Says" adv. copy (Jan. 14).

W. C. Morgan, city ed. Beverly (Mass.) Evening Times (Feb. 4).

Victor E. Morrill, mng. dir. Sherbrooke (Que.) Record (Oct. 27).

James R. Morrison, staff corres. United Press, formerly Paris corres. N. Y. Herald (Dec. 8).

Mercer P. Mosley, vice-pres. American Exchange Irving Trust Co. (May 5).

Roy K. Moulton, humorist and columnist. Connected with Hearst newspaper service (Sept. 29).

J. D. Moyer, ed. Honey Grove (Tex.) Citizen (July 14).

Neil P. Moynihan, news ed. Portland (Me.) Evening News (April 7).

Irvin B. Myers, gen. mgr. Waterbury (Conn.) American and Republican (May 5).

Milton O. Nelson, form. ed. writer Portland (Ore.) Telegram (July 28).

William C. Nolan, class. adv. mgr. Brooklyn (N. Y.) Eagle (Oct. 27).

O. E. O'Bleness, ed. Tryon (Okla.) Lincoln County Leader (June 16).

John O'Brien, mem. United Press Paris staff (Sept. 22).

Frank P. O'Raw, mem. cir. dept. New York Herald Tribune (Oct. 13).

Arthur Ostman, former news ed. Fargo (N. D.) Forum (Jan. 28).

G. Herb Palin, noted slogan writer (Mar. 3).

Charles S. Parker, ed. and pub. Arlington (Mass.) Advocate, Lexington (Mass.) Minute Man (Nov. 3).

Sheldon P. Patterson, at one time ed. writer for old Chicago Record-Herald (June 30).

William A. Patterson, pres. Patterson-Andress Co., Inc. (June 2).

Col. William Jefferson Payne, owned controlling interests Newport News (Va.) Daily Press and Times-Herald, Norfolk (Va.) Ledger-Dispatch (Apr. 28).

William J. Payne, former pub. Danville (Il.) News (May 19).

Randolph Peyton, formerly of New York Sun (Dec. 1).

Edgar B. Piper, ed. Portland Oregonian (Ore.) (May 12).

John Pollock, sports staff N. Y. Evening World (May 12).

Wilson S. Potts, owner, ed. Lisbon (O.) Patriot (Apr. 21).

James F. Powell, pub. Ottumwa (Ia.) Courier and secretary-treasurer of Lee Syndicate (July 21).

Charles S. Putnam, ed. and pub. Conneaut (O.) News-Herald (June 2).

A. W. Ramsey, ed. Tipton (Ind.) Tribune (Oct. 6).

Lawrence Reamer, ed. writer N. Y. Sun (Feb. 25).

John F. Reardon, Reardon Adv. Agency, Denver, (Feb. 18).

Joseph M. Reardon, ed. Monroe (Wash.) Monitor (June 16).

G. Elmer Reynolds, man. ed. Stockton (Cal.) Record (July 28).

John H. Ridenour, ed. and owner Flushing (N. Y.) Evening Journal (Jan. 14).

Joseph A. Richards, formerly pres. Joseph A. Richards Co. (Aug. 25).

Robt. S. Richey, served in bus. and ed. depts. Boston Traveler & Herald (Aug. 18).

Christian B. Riggle, ed. and owner Middlebourne (W. Va.) Tyler County Journal (May 12).

John R. Robinson, ed. Toronto Evening Telegram (Oct. 6).

Walter I. Robinson, former ed. Cleveland Times (Mar. 10).

Thomas Hill Rogers, assoc. ed. Lexington (Mass.) Times-Minute Man (June 23).

Frank A. Rogers, founder and form. ed. Clayton (N. Y.) Independent, Roseville (Mich.) News (Mar. 10).

Harry W. Rook, founded several newspapers among them the Pittsburgh Dispatch (Mar. 10).

Frank D. Root, former Wash. cor. New York Times and ed. writer (Mar. 10).

George A. Rowe, day news ed. San Francisco Chronicle (Mar. 24).

A. L. Rowen, pub. Allison (Ia.) Tribune (Apr. 14).

Ganett Schenck, pres. Great Northern Paper Company (Jan. 7).

Joseph Schmidt, pres. Joseph Schmidt Adv. Co. (Jan. 14).

B. I. Schneider, employe Brooklyn (N. Y.) Eagle (Feb. 11).

A. F. Seested, president, Kansas City Star (Oct. 6).

William F. Seward, mng. ed. Binghamton Republican (Sept. 1).

Horace S. Seymour, cir. mgr. Akron (O.) Beacon-Journal (Apr. 28).

J. Angus Shaw, one-time pres. treas. Press Publishing Co. publishers of New York World (Feb. 4).

Capt. William Thomas Sheehan, former ed. Montgomery (Ala.) Advertiser (July 14).

Frederick W. Sherman, former publisher, Port Huron (Mich.) Daily Times and connected with the Santa Barbara (Cal.) Independent (Apr. 28).

O. K. Shimansky, form. pub. Cleveland (Ohio) Times and pres. Times Publishing Co. (June 23).

C. A. Shoop, stockholder and dir. Suffolk (Va.) News Herald (Feb. 4).

W. L. Simpson, ed. Rolla (Mo.) News (July 14).

Dr. C. R. Skinner, form. man. ed. Watertown (N. Y.) Daily Times, also ed. Watertown Daily Republican (July 7).

adv. rep. Munsey pub. (Feb. 11).

Henry Longan Stuart, assoc. ed. Commonweal.

A. Leonard Smith, Jr., political editor of New York Evening Post and formerly of New York Times staff (July 7).

Kirk Smith, owner and ed. Ocean Beach (Cal.) News (June 2).

Tom C. Snyder, pub. and ed. of papers in Belmont, (Wis.) and Cuba City, (Wis.) (July 14).

V. F. Snyder, former pub. Belle Center (O.) Voice (Nov. 24).

Fred C. Spayde, on ed. staff Boston Evening American (Nov. 24).

Roy S. Stafford, form. mng. ed. Oklahoma City Daily Oklahoman (Mar. 24).

Francis H. Stead, asst. ed. Review of Reviews, ed. English Independent, Non-Conformist (Jan. 21).

Hans Stengel, artist, dram. critic New York Journal (Feb. 4).

Mrs. Mary Stoddart, wife of Charles Stoddart, reviewer of books N. Y. Times (Sept. 1).

J. Grant Tanner, trav. rep. Editor & Publisher (Sept. 1).

Frank H. Taylor, ed. Oil City (Pa.) Derrick (June 23).

Edward Raymond Thompson, ed. London Evening Standard (Apr. 14).

J. Walter Thompson, of the J. Walter Thompson Agency (Oct. 20).

Thomas H. Tibbles, ed. Omaha World-Herald (May 19).

Harry W. Tower, bus. mngr. Bradford (Pa.) Sunday Herald (Apr. 7).

Joseph A. Tracy, pub. Pittsburgh (Cal.) Post (April 21).

Floyd J. Triplett, ed. and pub. Hertford (N. C.) Herald (Nov. 17).

David M. Turner, principal owner and ed. Towanda (Pa.) Daily Review (Sept. 1).

Charles E. Umpleby, ed. Lancaster (N. Y.) Enterprise (Oct. 27).

Harriette Underhill, of staff, New York Herald Tribune (May 26).

John F. Walden, former pub. Napa (Cal.) Journal (Sept. 8).

James J. Wallace, pres. Cohoes (N. Y.) American (May 19).

Rodman Wanamaker, head of Wanamaker stores, and formerly proprietor Phila. newspapers (Mar. 17).

C. A. Warren, assoc. ed. Springfield (O.) News (Sept. 8).

Charles Wasmer, owner Grand Island (Neb.) Herald (Jan. 14).

Alfred J. Waterhouse, former ed. San Francisco Examiner, the Fresno (Cal.) Republican and the Sacramento Bee (Sept. 22).

J. G. Weiz, former mng. ed. Montgomery (Ala.) Advertiser (Aug. 11).

William A. Whitlock, former connected with Chicago Record-Herald, later with Chicago Tribune (May 19).

Fred Wilkinson, former ed. Woodson County (Kan.) Advocate (Dec. 1).

Carl B. Williams, dir. of art. dept. Cincinnati (O.) Enquirer (Feb. 18).

Clark H. Williams, Sunday ed. Portland Oregonian (May 12).

H. P. Williams, chairman of board of Cunnyngham & Williams (Oct. 13).

Samuel Williams, ed. writer St. Louis (Mo.) Post-Dispatch and World (N. Y.) (Feb. 4).

Dr. Talcott Williams, dir. Emeritus and organizer of school of journalism at Columbia University (Jan. 28).

William M. Windsor, bus. mngr. Wheeling (W. Va.) Register (May 12).

Jane Frances Winn, literary ed. St. Louis (Mo.) Globe Democrat (Jan. 7).

Bruno Wolf, ed. Vienna Neues Wiener Journal (June 23).

E. A. Wood, owner and ed. Manchester (Okla.) Journal (Aug. 4).

Harry E. Wood, ed. Redding (Cal.) Falls River Mills Tidings (June 9).

Edwin R. Woodruff, form. assoc. ed. Dansville (N. Y.) Express (Dec. 8).

Charles Carter Worthington, former assoc. ed. Tampa (Fla.) Daily Times

THE CANONS OF JOURNALISM

Adopted April 28, 1923, by the American Society of Newspaper Editors, and since indorsed by a number of state associations and other groups.

The primary function of newspapers is to communicate to the human race what its members do, feel and think. Journalism, therefore, demands of its practitioners the widest range of intelligence, of knowledge and of experience, as well as natural and trained powers of observation and reasoning. To its opportunities as a chronicle are indissolubly linked its obligations as teacher and interpreter.

To the end of finding some means of codifying sound practice and just aspirations of American Journalism, these canons are set forth:

I. Responsibility.

The right of a newspaper to attract and hold readers is restricted by nothing but considerations of public welfare. The use a newspaper makes of the share of public attention it gains, serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his power for any selfish or otherwise unworthy purpose is faithless to a high trust.

II. Freedom of the Press.

Freedom of the press is to be guarded as a vital right of mankind. It is the unquestionable right by law, including the wisdom of any restrictive statute. To its privileges under the freedom of American Institutions are inseparably joined its responsibilities for an intelligent fidelity to the Constitution of the United States.

III. Independence.

Freedom from all obligations except that of fidelity to the public interest is vital.

1. Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism. So-called news communications from private sources should not be published without public notice of their source or else substantiation of their claims to value as news, both in form and substance.

2. Partisanship in editorial comment which knowingly departs from the truth, does violence to the best spirit of American journalism; in the news columns it is subversive of a fundamental principle of the profession.

IV. Sincerity, Truthfulness, Accuracy.

Good faith with the reader is the foundation of all journalism worthy of the name.

1. By every consideration of good faith a newspaper is constrained to be truthful. It is not to be excused for lack of thoroughness, or accuracy within its control, or failure to obtain command of these essential qualities.

2. Headlines should be fully warranted by the contents of the articles which they surmount.

V. Impartiality.

Sound practice makes clear distinction between news reports and expressions of opinion. News reports should be free from opinion or bias of any kind.

This rule does not apply to so-called special articles unmistakably devoted to advocacy or characterized by a signature authorizing the writer's own conclusions and interpretations.

VI. Fair Play.

A newspaper should not publish unofficial charges affecting reputation or moral character, without opportunity given to the accused to be heard; right practice demands the giving of such opportunity in all cases of serious accusation outside judicial proceedings.

1. A newspaper should not invade rights of private feelings without sure warrant of public right as distinguished from public curiosity.

2. It is the privilege, as it is the duty, of a newspaper to make prompt and complete correction of its own serious mistakes of fact or opinion, whatever their origin.

VII. Decency.

A newspaper cannot escape conviction of insincerity if, while professing high moral purpose, it supplies incentives to base conduct, such as are to be found in details of crime and vice, publication of which is not demonstrably for the general good. Lacking authority to enforce its canons the journalism here represented can but express the hope that deliberate pandering to vicious instincts will encounter effective public disapproval or yield to the influence of a preponderant professional condemnation.

A Higher Rate
Justified by
An Increased Circulation
The advertising rate of
The Richmond (Ky.)
Daily Register
is 3½c an agate line
Effective Jan. 1, 1929
Circulation 4,853,
Government statement Oct. 1, 1928.
Thomas F. Clark Co., Reps.

NEW SYNDICATE
International Information Agency
News Feature
Foreign News Service
Special Correspondence
Photo Features
313 W. 105TH STREET, NEW YORK

THE PRESS GALLERY OF THE CONGRESS OF THE UNITED STATES

MEMBERS OF THE PRESS ENTITLED TO ADMISSION

[The * designates those whose wives accompany them; the † designates those whose daughters accompany them; the ‖ designates those having other ladies with them]

Name	Paper Represented	Office
Aldham, Francis G.	Canadian Press	2021 Massachusetts avenue.
*Alford, C. Theodore	Kansas City Star, Kansas City Times	610 Albee Building.
Allen, Robert S.	Christian Science Monitor	1285 National Press Building.
*Anderson, Paul Y.	St. Louis Post-Dispatch	201 Kellogg Building.
*Armstrong, R. B.	Los Angeles Times	1217-19 National Press Building.
*Atchison, John C.	Daily News Record (New York), Women's Wear	505 Union Trust Building.
*Authier, George F.	Lansing State Journal, Minneapolis Tribune	721 Albee Building.
*Baird, J. H.	United Press Associations	1322 New York avenue.
*Bargeron, Carlisle	Washington Post	Post Building.
*Barkley, Frederick R.	Baltimore Evening Sun	1214 National Press Building.
‖Barnard, A. B.	Central News of America	205 Mills Building.
Barry, Robert	New York Evening World	Room 200, 1422 F street.
*Barthelme, George	Cologne Gazette	
*Baughn, Hubert	Mobile Register, Mobile News-Item, Sheffield Tri-Cities Daily, Alabama Journal, Montgomery, Florence Times-News	1154 National Press Building.
*Baxter, Norman W.	Washington Post	Post Building.
Beale, W. L., jr.	United States Daily	2201 M street.
Bean, Rodney	New York Times	715 Albee Building.
*Bell, Samuel W.	United States Daily	2201 M street.
*Bell, Ulric	Louisville Courier-Journal	1211 National Press Building.
*Benedict, Laurence M.	Los Angeles Times, Toledo Times	1217-19 National Press Building.
*Bennett, James O'Donnell	Chicago Tribune Press Service	815 Albee Building.
*Bent, Myron H.	Brooklyn Daily Times	1524 L street.
Benton, Ralph W.	Washington Times	1317-21 H street.
Berchtold, William E.	Associated Press	Star Building.
*Billings, John S., jr.	Brooklyn Daily Eagle	901 Colorado Building.
Black, Ruby A.	Portland Maine Evening News	1163 National Press Building.
Bledsoe, S. B.	Associated Press	Star Building.
*Boal, Frank K.	Pittsburgh Post-Gazette, Harrisburg Telegraph, Brooklyn Standard Union, Duluth Herald.	1363 National Press Building.
‖Boyle, John	Wall Street Journal, Exchange Telegraph Co., London, England	1091 National Press Building.
*Bradford, A. L.	United Press Associations	1322 New York avenue.
Bradshaw, Roberta V.	Consolidated Press Associations	520 Star Building.
Branch, Harllee	Atlanta Journal	Hotel Raleigh
*Brandt, Raymond P.	St. Louis Post-Dispatch	201 Kellogg Building.
Brayman, Harold	New York Evening Post	1200 National Press Building.
*Brittle, D. Field	Associated Press	Star Building.
*Brophy, Lewis A.	Associated Press	Star Building.
*Brown, Ashmun N.	Providence Journal, Providence Bulletin	607-608 Hibbs Building.
*Brown, Harry J.	Boise Statesman, Salt Lake Tribune, Spokane Spokesman-Review.	505 Transportation Building.
Brown, John R.	Cincinnati Enquirer	45 Post Building.
*Browne, Merwin H.	Buffalo Evening News	1207 National Press Building.
*Bruckart, W. L.	United States Daily	2201 M street.
*†Bryant, H. E. C.	New York World, Charlotte Observer, Asheville Citizen	204 Kellogg Building.
*Buel, Walker S.	Cleveland Plain Dealer	611 Albee Building.
*Carens, Thomas	Boston Herald, Springfield Union	1215 National Press Building.
*Carter, Lane	York Dispatch, New Britain Herald, Williamsport Sun, Harrisburg, Patriot, Reading Eagle, Ithaca Journal-News, Uniontown Morning Herald, Harrisburg Evening News	1161 National Press Building.
Chamblin, Walter W., jr.	Associated Press	Star Building.
Cherry, Ralph L.	New York Journal of Commerce	613 Albee Building.
*Church, Ed.	United Press Associations	1322 New York Avenue
*Clapper, Raymond	United Press Associations	1322 New York avenue.
‖Clark, Edward B.	Chicago Evening Post	420 Colorado Building.
*Clark, Kenneth W.	International News Service	1317-21 H street.
*†Cochran, Negley D.	Scripps-Howard Newspaper Alliance	1322 New York avenue.
*Codel, Martin	North American Newspaper Alliance	911 Barr Building.
*Coffin, Clinton	Associated Press	Star Building.
*Collins, Paul V.	Washington Evening Star	Star Building
*Collins, Ralph A.	New York Sun	439 Munsey Building.
*Combs, George W.	Baltimore Evening Sun, Lynchburg News, Wilmington (Del.) Morning News, Wilmington (Del.) Evening Journal	1214 National Press Building.
*Conness, Leland S.	Border Cities Star, Windsor, Ont., Ottawa Journal	983 National Press Building.
*Connor, Frank W.	New York World	204-7 Kellogg Building.
*Cope, James	Associated Press	Star Building.
‖Cortesi, Roger	Associated Press	Star Building
‖Cotten, Felix	Central News of America	205 Mills Building.
*Craig, Donald A.	Portland Press Herald	23 Seventh street, S.E.
Craig, Elizabeth May	Portland (Me.) Evening Express	23 Seventh street, S.E.
*Crawford, Arthur W.	Chicago Tribune Press Service	815 Albee Building.
Crawford, Kenneth G.	United Press Associations	1322 New York Avenue.
Daily, Francis P.	Automotive Daily News, Washington Herald	1317-21 H street.
Dalrymple, Martha	Associated Press	Star Building.
*Darr, W. B.	Los Angeles Times	1217-19 National Press Building.
*Davies, Roland C.	Associated Press	Star Building.
*Davis, Watson	Science Service	Twenty first and B streets.
Davis, Maxine	Capital News	National Press Building.
DeGreve, Arthur F.	United Press Associations	1322 New York avenue.
Denson, John	New York Herald-Tribune	1007 National Press Building.
*Denny, Ludwell	Scripps-Howard Newspaper Alliance	1322 New York avenue.
Dickson, C. B.	Associated Press	Star Building.
*Dinwoodey, Dean	United States Daily	2201 M street.
‖Doherty, William H.	Associated Press	Star Building.
Dubois, Toussaint	Idaho State Journal, Boise, Capital News	1319 F street.
Duffy, E. J.	Associated Press	Star Building.
*Durno, George E.	International News-Service	1317-21 H street.
*Dutcher, Rodney	Newspaper Enterprise Association	1322 New York avenue.
*Easton, Edward C.	Philadelphia Enquirer	1240-42 National Press Building.
‖Emery, Fred A.	United States Daily	2201 M street.
Engle, Parke	Dallas News	620 Albee Building.
*Epes, Horace	Consolidated Press Association	520 Star Building.
*Ervin, Morris D.	Cincinnati Times-Star	1393 National Press Building.
*Erwin, John D.	Nashville Tennessean, Chattanooga News, Memphis Commercial Appeal, Knoxville Journal.	1228 National Press Building.
*Essary, J. Fred	Baltimore Sun	1214 National Press Building.
*Field, Carter	New York Herald-Tribune	1007 National Press Building.
‖Finney, Ruth	Albuquerque Tribune, San Diego Sun, San Francisco Daily-News	1322 New York avenue.
Fitzpatrick, John J.	Washington Times	1317-21 H street.
*Fleming, Roscoe B.	Baltimore Post, Indianapolis Times, Evansville Press, Terre Houte Post.	1322 New York avenue.
Flynn, Alfred F.	Wall Street Journal, Exchange Telegraph Co., London, England	1091 National Press Building.
*Flynn, Michael W.	Washington Herald	1317-21 H street.
*Flythe, William P.	Universal Service, New York American	1317-21 H street.
Folliard, Edward T.	Washington Post	Post Building.
*Foote, Mark	Grand Rapids Press, Saginaw News, Jackson Citizen Patriot, Flint Journal, Kalamazoo Gazette, Bay City Times, Muskegon Chronicle, Ann Arbor News	927 Colorado Building.
*Forrest, Wilbur S.	New York Herald-Tribune	1007 National Press Building.
Forsyth, Thomas S.	Burlington Free Press	227 A street, N.E.
*Fox, Albert W.	Washington Post	Post Building.
*Frantz, Harry	United Press Associations	1322 New York avenue.
*Gableman, Edwin W.	Cincinnati Enquirer	45 Post Building.
*Gardner, Gilson	Scripps-Howard Newspaper Alliance	1322 New York avenue.
*Gauss, Harry B.	Chicago Daily News	423 Washington Building.
*George, A. R.	Associated Press	Star Building.
*Gifford, I. Erwin	Associated Press	Star Building.
*Gilbert, Clinton W.	Philadelphia Public Ledger, Philadelphia Evening Ledger, New York Evening Post	1200 National Press Building.
Gill, A. Cloyd	Washington Times	1317-21 H street.
*Gill, Corrington C.	Bloomington Bulletin, Danville Commercial News, Madison Capital-Times, Akron Beacon Journal, Milwaukee Wisconsin News	504-5 Albee Building.
Gleissner, John M.	Scripps-Howard Newspaper Alliance	1322 New York avenue.
Goodwin, F. S.	Central News of America	205 Mills Building.
*Goodwin, Mark L.	Dallas News, Dallas Evening Journal, Galveston News	620 Albee Building.
*Gridley, Charles O.	Portland Oregonian, Denver-Post, Peoria Star, Rockford Register-Gazette, Moline Dispatch.	1379 National Press Building.
*Griffin, Bulkley S.	Hartford Courant	1376 National Press Building.
*Grimes, W. H.	Wall Street Journal	1091 National Press Building.
*†Groves, Charles S.	Boston Globe	307 Albee Building.
*Hachten, Arthur W.	Universal Service, San Francisco Examiner	1317-21 H street.
*Hall, Frank A.	National Catholic Welfare Council News Service	1312 Massachusetts avenue.
†Hamilton, Charles A.	Buffalo Times, Troy Times	Post Building
*Hard, William	Consolidated Press Association	520 Star Building.
*Harmer, Charles E.	Associated Press	Star Building.
Hart, Edward J.	Wall Street Journal	1091 National Press Building.
*Hart, Lee Poe	New York Journal of Commerce	613 Albee Building.
‖Haupert, Paul F.	Associated Press	Star Building.
*Hayden, Charles S.	Nashville Banner, Fort Worth Star-Telegram, St. Louis Star, St. Joseph News-Press, Little Rock Democrat, Charleston Gazette, Wichita Falls Times	999 National Press Building.
*Hayden, Jay G.	Detroit News	903 Colorado Building.
Hayden, Mary Bainbridge	Associated Press	Star Building.
‖Hayes, Stuart	Central News of America	205 Mills Building.
*Heath, Louis Jay	United Press Associations	1322 New York avenue.
*Heinl, Robert D.	Washington Post	Post Building.
*†Heiss, A. E.	Traffic World, Chicago	320 Mills Building.
*Helm, William P., jr.	Syracuse Post Sandard	International Building.
Henderson Robert N.	Central News of America	205 Mills Building.
‖Henle, Raymond Z.	Associated Press	Star Building.
*Henning, Arthur S.	Chicago Tribune Press Service	815 Albee Building.
*Herr, Horace H.	Kansas City Journal-Post	1379 National Press Building.
*Hildebrand, W. A.	Greensboro Daily News	623 Albee Building.
Hodges, Paul	Cleveland Plain Dealer	611 Albee Building.
*Holmes, George R.	International News Service	1317-21 H street.
*Holmes, George Sanford	Denver Rocky Mountain News	1322 New York avenue.
Horan, Harold J. T.	Universal Service	1317-21 H street.
*†Hornaday, James P.	Indianapolis News	605 Albee Building.
Hornaday, Mary	Christian Science Monitor	1285 National Press Building.
*Hulen, Bertram D.	New York Times	715 Albee Building.
*Hunt, Charles P.	Johnstown (Pa.) Tribune	506, 1406 G street.
Hutchinson, William K.	International News Service	1317-21 H street.
*Hutton, Thomas R.	Houston Post Dispatch Binghamton Press	1235 New York avenue.
*Jamieson, A. M.	Washington Times	1317-21 H street.
*Jamieson, William Edward	New York Morning Telegraph	1255 National Press Building.
Jefferson, May F.	Women's Wear	505 Union Trust Building.
*‖Jermane, W. W.	Seattle Times	905-906 Colorado Building.
*Jones, Coleman B.	Associated Press	Star Building
Jordan, Dr. Max	Berliner Tageblatt	1257 National Press Building.
*Joslin, Theodore G.	Boston Evening Transcript	911 Colorado Building
*Judd, Maurice	New York Sun	439 Munsey Building.
Kelley, Charles M.	Altoona Mirror, Lancaster News and Intelligencer, Wilkes-Barre Record, Allentown Call, Allentown Morning Call, Omaha World Herald, Scranton Times	504-5 Albee Building.
Kennedy, Edward	Brooklyn Standard Union, Newark Star Eagle	1363 National Press Building.
Kennedy, John A.	Universal Service, Omaha Bee-News	1317-21 H street.
*†Kennedy, William P.	Washington Star, Boston Traveler, Springfield Republican, Salem News, Haverhill Evening Gazette, New Bedford Standard	Star Building.
*Kent, Russell	Birmingham News, Birmingham Age-Herald, Chattanooga Times, Daily News Record (New York), Montgomery Advertiser	1261 National Press Building.
*†Keyser, Charles P.	St. Louis Globe-Democrat	711 Albee Building.
King, Tom W.	Manitoba Free Press	1412 Twentieth Street.
*Klein, Alfred	Day, New York	1412 Taylor street.
*Knorr, Ernst A.	Central News of America	205 Mills Building.

PRESS GALLERY OF THE U. S. SENATE

(*Continued from page 257*)

*Lambert, John T. — Boston Advertiser — 1317-21 H street.
*Lamm, Lynne M. — Daily Metal Trade — 1653 Pennsylvania avenue.
*Lane, Robert R. — Newark Evening New — 904 Colorado Building.
*Lawrence, David — Consolidated Press Association — 520 Star Building.
*Lawson, William V. — Chicago Tribune Press Service — 815 Albee Building.
*Leach, Paul R. — Chicago Daily News — 423 Washington Building.
*Leggett, E. S. — Detroit Free Press — 985 National Press Bldg.
‖Lerch, Oliver B. — Wall Street Journal — 1091 National Press Bldg.
*Lewis, Frank W. — Winston-Salem Sentinel, Wilmington (N. C.) Star, Chattanooga News — 1228 National Press Bldg.
Lewis, Fulton, jr. — Universal Service, San Antonio Light — 1317-21 H street.
*Lewis, Wilmott Harsant — London Times — 340 Star Building.
*Lilley, Charles J. — Birmingham Post, Oklahoma News, Knoxville News-Sentinel, Memphis Press-Scimitar, El Paso Post, Fort Worth Press, Houston Press. — 1322 New York avenue.
*Lincoln, G. Gould — Washington Star — Star Building.
*Linz, Bertram F. — Newport Daily News — 622 Albee Building.
*‖Linz, Clarence L. — New York Journal of Commerce, Newport Daily News — 613 Albee Building.
*Little, Herbert — United Press Associations — 1322 New York avenue.
Livingstone, John A. — Raleigh News and Observer — 1160 National Press Building.
Lockett, Edward B. — International News Service — 1317-21 H street.
Loeser, John C. — Brockton Enterprise, Pawtucket Times — 920 Colorado Building.
Low, Sir A. Maurice — London Morning Post — 1150 Connecticut avenue.
*Ludlow, Louis — Columbus Dispatch, Ohio State Journal, Dayton Herald, Dayton Journal, Cincinnati Commercial Tribune, Spokane Chronicle — 1399 National Press Bldg.
*Lynn, Robert M. — Richmond News Leader, Wilmington (Del.) Every Evening, Roanoke Times Hudson Observer, Hoboken, Danville Register, Newport News Press, Staunton News — 1361 National Press Bldg.
*McClatchy, Leo A. — Honolulu Star Bulletin, Oakland Tribune, Reno Gazette, Long Beach Press Telegram, Pasadena Star-News, Spokane Chronicle, San Jose Mercury-Herald — 901 District Bank Building.
McGahan, Paul J. — Philadelphia Inquirer — 1240-42 National Press Building.
*†McGowan, P. H. — Macon News, Columbia State, Charleston Evening Post, Tampa Tribune — 410 Bond Building.
*McGrath, Justin — N. C. W. C. News Service — 1312 Massachusetts avenue.
*McKee, Oliver, jr. — Boston Evening Transcript — 911 Colorado Building.
*McKelway, Benjamin M. — Washington Star — Star Building.
*McKernon, Edward — Universal Service — 1317-21 H street.
*McKinney, Guy D. — Chicago Tribune Press Service — 815 Albee Building.
McNamara, Sue — Associated Press — Star Building.
*McNamee, Michael M. — Watertown Times, Utica Observer-Dispatch, Jamestown Post, Albany Evening News, Schenectady Gazette, Elmira Star-Gazette, Ithaca Journal-News — 1161 National Press Building.
*MacMahon, Louis A. — Washington Herald — 1317-21 H street.
‖Mallon, Paul R. — United Press Associations — 1322 New York avenue.
*Manning, George H. — Philadelphia Record, Harrisburg Patriot, Harrisburg News, Bridgeport Post, Troy Record, Rochester Times-Union, Trenton Evening Times, Richmond Times Dispatch, Camden Courier and Post and EDITOR & PUBLISHER — 1161-3 National Press Building.
Manning, George H., jr. — Atlantic City Press, Asbury Park Press, Passaic Daily News, Paterson Press Guardian, Plainfield Courier News, Elizabeth Journal — 1161 National Press Building.
*Markham, Edgar — St. Paul Dispatch, St. Paul Pioneer Press — 614 Albee Building.
Marsden, Gertrude M. — Indianapolis News — 605 Albee Building.
Marshall, C. G. — United States Daily — 2201 M street.
*Martin, Lorenzo W. — Louisville Times — 1213 National Press Building.
*May, Paul — Savannah Press — Room 306, 612 F street.
*Meiman, Benjamin — Jewish Daily Forward — 4203 Sixteenth street.
*†Mellett, Lowell — Washington News, Scripps-Howard, Newspaper Alliance — 1322 New York avenue.
*Merritt, Dixon — Nashville Banner — 999 National Press Building.
*Michael, Charles R. — New York Times — 715 Albee Building.
*Michelson, Charles — New York World — 204-7 Kellogg Building.
Miller, Karl W. — Detroit News — 903 Colorado Building.
*Miller, Pierce — International News Service — 1317-21 H street.
Mobley, Radford E., jr. — Omaha World Herald — 504-5 Albee Building.
*†‖Moonk, John E. — New York Times — 715 Albee Building.
*Moorefield, Robert — United Press Association — 1322 New York avenue.
Morgan, Cole E. — Universal Service — 1317-21 H street.
*Morris, John R. — United Press Associations — 1322 New York avenue.
*Mulligan, Ralph Coolidge — Boston Post — 908 Union Trust Building.
*Murphy, M. Farmer — Baltimore Sun — 1214 National Press Building.
*Murphy, Marvin — Baltimore Sun, New Orleans Item-Tribune — 1214 National Press Building.
*Murphy, W. G., jr. — United States Daily — 2201 M street.
*‖Murray, K. Foster — Norfolk Virginian-Pilot, Savannah Morning News, Detroit Free Press, Charleston News and Courier — 985 National Press Building.
Murray, Robert B. — Baltimore Sun — 1214 National Press Building.
Neal, Williams S. — International News Service — 1317-21 H street.
*Nesbitt, H. B. — Kansas City Star, Kansas City Times — 610 Albee Building.
*Nevin, John Edwin — Minneapolis Star, New York Evening Graphic — 26 Jackson Place.
*Newbury, A. T. — International News Service — 1317-21 H street.
*Norton, Robert L. — Boston Post — 908 Union Trust Building.
*Noyes, Theodore P. — Washington Evening Star — Star Building.
*O'Leary J. A. — Washington Evening Star — Star Building.
*Oliver, D. Harold — Associated Press — Star Building.
Orr, Flora G. — St. Paul News — 1322 New York avenue.
*Oulahan, R. V. — New York Times — 715 Albee Building.
*Owen, Cecil — United Press Associations — 1322 New York avenue.
Peake, William E. — Cincinnati Times Star — 1393 National Press Build-
*Philips, Harold K. — New York Herald-Tribune — 1007 National Press Building.
*Pickens R. S. — Associated Press — Star Building.
††Pinkham, E. G. — Kansas City Star, Kansas City Times — 610 Albee Building.
Plummer, H. C. — Associated Press — Star Building.
*Plummer, Nixon S. — New York Times — 715 Albee Building.
*Price, Byron — Associated Press — Star Building.
*Ragsdale, W. B. — Associated Press — Star Building.
*Ralph, Henry D. — New Brunswick Home News, Beloit Daily News — 1050 National Press Building.
*Ramsay, Marion L. — Universal Service, Seattle Post-Intelligencer — 1317-21 H street.
Randolph, John — International News Service — 1317-21 H street.
Reck, Alfred — United Press Associations — 1322 New York avenue.
*Remy, Robert — Havas News Agency — 1293 National Press Bldg.
Rich, Corinee — Universal Service — 1317-21 H street.
‖Richards, Mrs. George F. — Worcester Gazette, Lowell Sun, Norwich Bulletin, Keene Sentinel, New Haven Journal-Courier, Worcester Telegram — George Washington Inn.
*Richardson, Roy G. — Central News of America — 205 Mills Building.
Rigby, Cora — Christian Science Monitor — 1285 National Press Building.
Ring, James — Washington Times — 1317-21 H street.
Roberts, Osgood — Washington Daily News — 1322 New York avenue.
Robertson, Nathan W. — Washington Times — 1317-21 H street.
Roddan, E. L. — Universal Service, Los Angeles Examiner — 1317-21 H street.
‖Roosa, Floyd S. — Universal Service — 1317-21 H street.
*Ross, Charles G. — St. Louis Post-Dispatch — 201 Kellogg Building.
*Ruth, Carl D. — Cleveland News, Toledo Blade, Newark Star Eagle — 1365 National Press Bldg.
*Sack, Leo R. — Cleveland Press, Cincinnati Post, Toledo News-Bee, Columbus Citizen, Akron Press, Youngstown Telegram, Pittsburgh Press — 1322 New York avenue.
*Saunders, Richard E. — New Orleans Times Picayune — 1252B National Press Building.
Sell, Kurt G. — Wolff's Telegraph Bureau of Berlin — 1259 National Press Building.
*Salvage, James P. — Associated Press — Star Building.
*Sexton, Paul N. — Associated Press — Star Building.
Shapiro, Frederic E. — Washington Herald — 1317-21 H street.
Shumate, Dorothy — Womens National News Bureau — 307 Lenox Building.
Silva, Hugo — La Nacion, Santiago, Chile — 2154 Florida Avenue.
*‖Simms, William Philip — Scripps-Howard Newspaper Alliance — 1322 New York avenue.
*Simonds, Frank H. — McClure Newspaper Syndicate — 3108 P street.
‖Simpson, Kirk L. — Associated Press — Star Building.
Small, Sam W. — Atlanta Constitution — Army and Navy Club.
*†Smith, Carl — Oregon Journal, Portland — 905 Colorado Building.
*Smith, Charles Brooks — Wheeling Intelligencer — Hotel Roosevelt.
Smith, Frank M. — Washington News — 1322 New York avenue.
*Smith, Charles Oliver — Vancouver Province Edmonton Journal, Winnipeg Tribune, Hamilton Spectator, Ottawa Citizen, Calgary Herald — 1044 National Press Bldg.
*Smith, Hal Harrison — New York Times — 715 Albee Building.
*Smith, Robert B. — Philadelphia Public Ledger, New York Evening Post — 1200 National Press Bldg.
Smith, Russell — Richmond Times-Dispatch, Norfolk Ledger-Dispatch, Niagara Falls Gazette, Perth Amboy News, Meriden Record — 1161 National Press Building.
*Smith, Stanley H. — Traffic World, Chicago — 320 Mills Building.
Smithers, E. D. — United Press Associations — 1322 New York avenue.
*Snure, John — New York Herald-Tribune, Des Moines Register, Davenport Times — 1007 National Press Bldg.
Speers, Leland C. — New York Times — 715 Albee Building.
*Spence, Ben H. — Toronto Star — 1101 Massachusetts avenue.
Stephenson, Francis M. — Associated Press — Star Building.
*Sterner, Charles J. — Wall Street Journal — 1091 National Press Bldg.
‖Stevens, H. C. — Minneapolis Journal — 814 Albee Building.
*Stevenson, Charles M. — Philadelphia Evening Bulletin — 1099 National Press Bldg.
*Stewart, Charles P. — Central Press Association — 2123 R street.
‖*Stofer, Alfred J.* — *Birmingham News, Montgomery Advertiser* — 1261 National Press Bldg.
*Stokes, Thomas J. — United Press Associations — 1322 New York avenue.
Stone, Walker — Washington Daily News — 1322 New York avenue.
*Stratton, Clif — Kansas City Kansan, Topeka Daily Capital — Burlington Hotel.
*Strout, Richard L. — Christian Science Monitor — 1285 National Press Bldg.
*Sucher, Ralph G. — Rockford Star, Rock Island Argus, Youngstown Vindicator, Omaha World Herald — 504-5 Albee Building.
‖Sullivan, Lawrence J. — International News Service — 1317-21 H street.
Sullivan, Mark — New York Herald-Tribune Syndicate — 1701 H street.
Summers, George W. — Buffalo Courier-Express, Daily Oklahoman, Charleston, W. Va., Daily Mail — 2112 F street.
*††Suter, John T. — Associated Press — Star Building.
*Suydam, Henry — Brooklyn Daily Eagle — 901 Colorado Building.
*Sweinhart, Henry L. — Havas News Agency — 1293 National Press Bldg.
*Taishoff, Sol J. — United States Daily — 2201 M street.
Tate, Jack Bernard — United States Daily — 2201 M street.
*Taylor, Aubrey — Washington Post — Post Building.
Thackrey, Eugene — New York World — 204-7 Kellogg Building.
Thistlethwaite, Mark — Indianapolis News, Fort Wayne Journal Gazette, Evansville Courier Journal — 605 Albee Building.
Thompson, John S. — Newspaper Enterprise Association — 1322 New York avenue.
*Thornburgh, Robert S. — International News Service — 1317-21 H street.
Thornton, Willis — Washington Daily News — 1322 New York avenue.
*Thurston, Elliott L. — New York World — 204-7 Kellogg Building.
*Tiller, Theodore — Macom Telegraph, (m.) — 710 Fourteenth street.
*Timmons, Bascom N. — Milwaukee Sentinel, Houston Chronicle, San Antonio Express, New York Morning Telegraph, Dallas Times-Herald, Tulsa World, New Orleans States — 1255 National Press Bldg.
*Todd, Laurence — Federated Press, Telegraph Agency of the Soviet Union — 234 Maryland Building.
Torbett, George Pierce — La Democracia (San Juan, P. R.) — P. O. Box 1541.
*Tucker, Ray T. — New York Telegram — 1322 New York avenue.
Turner, Richard L. — Associated Press — Star Building.
*Vernon, Leroy T. — Chicago Daily News — 423 Washington Building.
Walker, Walter K. — United Press Associations — 1322 New York avenue.
*Waltman, Franklyn, jr. — Baltimore Sun — 1214 National Press Bldg.
*Ward, Harry — International News Service — 1317-21 H street.
‖Warner, James E. — Providence Evening Bulletin, Providence Journal — 607-8 Hibbs Building.
*Wasney, Joseph S., jr. — United Press Associations — 1322 New York avenue.
*Watkins, Charles D. — Associated Press — Star Building.
‖Watkins, Everett C. — Indianapolis Star — 1397 National Press Bldg.
*Watson, Kenneth R. — Cleveland Press, Cincinnati Post, Toledo News-Bee, Columbus Citizen, Akron Press, Youngstown Telegram, Pittsburgh Press — 1322 New York avenue.
*Weil, Arthur T. — Buffalo Evening News — 1207 National Press Bldg.
*Weir, Paul — Reuter's (Ltd.), London — Star Building.
Weller, Frank I. — Associated Press — Star Building.
*West, James L. — Associated Press — Star Building.
*Wheaton, Warren — Philadelphia Public Ledger, Philadelphia Evening Public Ledger, New York Evening Post — 1200 National Press Bldg.
*Wile, Frederic William — Japan Advertiser (Tokyo, Japan), South Bend News-Times, Joliet Herald-News — 619 Bond Building.
*Williams, Gladstone — Miami Herald, Detroit Times, Syracuse Herald, Rochester ournal, Pittsburgh Sun-Telegraph Atlanta Constitution — 1246 National Press Build ng.
*Williams, James L. — Associated Press — Star Building.
*Wilson, Lyle C. — United Press Associations — 1322 New York avenue.
*Wimer, Arthur C. — Hartford Times, Worcester Post, New Castle News; Concord Monitor-Patriot, Lewiston Sun, Barre Times — 920 Colorado Building.
*Wood, Lewis — New York Times, Columbia Record — 715 Albee Building.
Woodward, Donald — Wall Street Journal — 1091 National Press Bldg.
*‖Wooton, Paul — New Orleans Times-Picayune — 1252B National Press Building.
*Wright, James L. — Buffalo Evening News — 1207 National Press Bldg.
*Wrigley, Thomas — Universal Service, Chicago Herald-Examiner — 1317-21 H street.
*Young, J. Russell — Washington Star — Star Building.
Young, Marguerite — Associated Press — Star Building.

Superintendent Senate Press Gallery.—James D. Preston, Main 99.
Assistant Superintendent Senate Press Gallery.—William J. Collins, Main 99.
Superintendent House Press Gallery.—W. J. Donaldson, Main 1246.
Assistant Superintendent House Press Gallery.—Melvin P. Thrift, Main 1246.

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Charles G. Ross — G. Gould Lincoln
Paul R. Mallon — Ray T. Tucker, *Secretary*

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THE BUFFALO TIMES

EVENING SUNDAY

NEWSPAPER LINAGE, 23 CHIEF CITIES, 1920-1928

NEWSPAPER linage for 1928 of the 103 newspapers in 23 leading American cities presented for the past 8 years by EDITOR & PUBLISHER shows approximately a 6-10 of 1 per cent loss over the record of 1927. Included in the tabulation below are:

Atlanta Constitution, Atlanta Georgian American, Atlanta Journal, Baltimore American, Baltimore News, Baltimore Sun, Baltimore Evening Sun, Baltimore Post, Birmingham Age-Herald, Birmingham News, Boston American, Boston Globe, Boston Herald and Traveler, Boston Post, Boston Transcript, Buffalo Post, Buffalo Courier-Express, Buffalo News, Buffalo Times, Chicago American, Chicago Daily News, Chicago Herald & Examiner, Chicago Journal, Chicago Post, Chicago Tribune, Cincinnati Commercial Tribune, Cincinnati Enquirer, Cincinnati Post, Cincinnati Times-Star, Cleveland News and Sunday News, Cleveland Plain Dealer, Cleveland Press, Detroit Free Press, Detroit News, Detroit Times, Houston Chronicle, Houston Post-Dispatch, Houston Press, Indianapolis News, Indianapolis Star, Indianapolis Times, Kansas City Journal, Kansas City Post, Kansas City Star and Times, Los Angeles Express, Los Angeles Herald, Los Angeles Record, Los Angeles Examiner, Los Angeles Illustrated News, Los Angeles Times, Milwaukee Journal, Milwaukee Leader, Milwaukee Sentinel, Wisconsin Milwaukee News and Sunday Sentinel-Telegram, Minneapolis Journal, Minneapolis Tribune, New Orleans Item-Tribune, New Orleans States, New Orleans Times-Picayune, New York American, Brooklyn Eagle, Brooklyn Times, Brooklyn Standard Union, New York Graphic, New York Mirror, New York Evening Post, New York Sun, New York Evening Telegram, New York Evening World, New York Daily News, New York Times, New York Herald Tribune, New York World, Philadelphia Bulletin, Philadelphia Inquirer, Philadelphia Public Ledger, Philadelphia North American, Philadelphia Record, Portland Oregon Journal, Portland Oregonian, Portland Telegram, Portland News, St. Louis Globe-Democrat, St. Louis Post-Dispatch, St. Louis Star, St. Louis Times, St. Paul Dispatch, St. Paul Pioneer Press, St. Paul News, San Francisco Bulletin, San Francisco Examiner, San Francisco Chronicle, San Francisco Daily News, San Francisco Call-Post, Washington Post, Washington Star, Washington Times, Washington Herald and Washington News.

1928

	Jan.	Feb.	March	April	May	June	July	August	September	October	November	December	City Total
Atlanta	2,609,470	2,610,820	3,084,970	8,127,092	3,009,434	2,776,962	2,366,080	2,694,098	2,755,570	3,110,379	3,212,891	3,019,961	39,377,727
Baltimore	3,845,605	3,587,551	4,232,876	4,212,450	4,382,435	4,060,025	3,372,244	3,312,972	3,856,268	4,494,836	4,424,562	3,948,374	47,730,198
Birmingham	2,406,502	2,508,366	2,956,898	2,932,888	2,896,698	2,632,378	2,448,502	2,553,138	2,685,760	2,949,268	2,931,544	2,738,162	32,640,104
Boston	6,224,788	5,222,270	6,482,346	6,563,872	6,645,196	6,294,422	4,753,271	4,090,114	5,306,992	5,925,065	5,972,745	5,895,025	69,376,206
Buffalo	2,840,843	2,736,277	3,618,201	3,628,242	3,700,222	3,300,952	2,645,538	2,724,909	3,402,875	4,085,298	4,243,492	3,794,638	40,721,487
Chicago	6,944,166	6,541,536	7,924,647	8,160,180	7,729,542	7,178,076	5,686,086	6,271,917	7,326,486	8,412,972	8,146,329	7,795,341	88,117,278
Cincinnati	3,366,300	3,155,000	3,796,500	3,746,708	3,786,160	3,532,018	3,055,654	2,959,124	3,310,328	3,893,680	3,934,490	3,994,956	42,530,918
Cleveland	3,492,825	3,224,175	3,959,175	4,119,600	3,950,250	3,570,900	3,045,150	3,368,025	3,754,200	4,274,925	4,254,225	3,880,125	44,893,575
Detroit	4,521,874	4,218,662	5,081,580	5,390,532	5,247,536	4,900,518	4,237,338	4,441,556	5,220,432	5,870,900	5,827,234	5,337,400	60,295,562
Houston	2,729,720	2,597,014	3,168,032	3,287,802	3,228,722	3,298,470	2,660,658	2,547,650	3,114,776	3,257,140	3,200,002	3,910,494	37,000,480
Indianapolis	2,604,096	2,595,267	3,011,573	3,130,524	3,246,441	3,009,940	2,530,341	2,485,425	2,764,068	3,246,798	3,139,695	3,187,914	34,952,082
Kansas City	2,890,253	3,063,387	3,685,194	3,649,489	3,574,029	3,531,507	2,936,360	3,110,900	3,405,380	5,536,274	3,542,038	3,355,560	42,280,371
Los Angeles	6,610,205	6,177,762	6,732,747	6,607,415	6,608,962	6,324,990	5,890,458	5,813,976	6,375,418	6,746,600	6,611,780	6,239,450	76,739,763
Milwaukee	2,710,880	2,654,871	3,154,169	3,201,856	3,456,426	2,912,978	2,437,040	2,561,484	3,238,821	3,506,611	3,443,156	3,023,615	36,301,907
Minneapolis	2,541,155	2,418,637	2,973,279	2,966,675	3,159,199	2,912,747	2,418,263	2,677,905	3,148,149	3,379,784	3,168,462	2,913,386	34,677,641
New Orleans	3,257,669	3,168,988	3,843,750	3,876,780	3,782,575	3,331,555	3,099,875	3,192,681	3,471,706	3,944,672	3,978,903	4,258,943	43,208,097
New York	15,059,044	12,938,496	15,209,320	15,728,878	15,123,686	14,509,205	11,123,129	11,071,659	15,796,704	17,543,699	16,982,362	15,523,316	176,609,498
Philadelphia	6,588,815	5,904,490	7,114,608	7,039,836	7,031,306	6,708,236	5,199,590	5,073,839	6,654,540	7,897,380	7,215,339	6,548,861	78,976,840
Portland, Ore.	2,431,226	2,252,124	2,979,802	2,957,270	3,244,152	2,811,690	2,539,572	2,673,608	2,813,356	2,951,382	3,047,198	2,976,985	33,678,365
St. Louis	3,398,200	3,623,720	4,064,400	4,293,120	4,209,500	3,739,600	3,175,440	3,420,800	4,105,060	4,592,160	4,410,280	4,469,700	47,501,980
St. Paul	2,062,074	2,329,516	2,632,130	2,640,932	2,443,882	2,258,032	1,972,642	2,237,914	2,584,260	2,965,200	2,812,670	2,351,370	29,290,622
San Francisco	4,214,593	3,984,324	4,487,942	4,484,825	4,480,911	3,958,388	3,507,714	3,954,080	3,947,908	4,343,402	4,351,312	4,379,158	50,094,557
Washington	4,158,783	3,873,497	4,541,445	4,512,388	4,519,508	4,069,844	3,356,000	3,396,091	4,104,616	4,836,372	4,626,118	4,541,431	50,536,093
Totals	97,509,086	91,386,750	108,735,584	115,259,454	109,456,772	101,623,433	84,456,945	86,633,865	103,143,673	117,764,797	113,476,827	108,084,165	1,237,531,351

1927

	Jan.	Feb.	March	April	May	June	July	August	September.	October.	November.	December	City Total
Atlanta	1,811,198	2,348,140	2,904,471	2,239,790	2,259,908	1,861,083	1,671,089	2,375,039	2,628,967	3,322,706	3,016,939	2,771,908	29,211,238
Baltimore	4,060,995	3,748,292	4,554,530	4,803,285	4,607,070	4,256,157	3,644,976	3,425,613	4,323,211	4,901,966	4,654,527	4,322,802	51,303,424
Birmingham	2,397,906	2,470,426	2,774,240	2,818,690	2,780,358	2,494,548	2,336,894	2,171,932	2,587,998	2,837,688	2,685,200	2,805,824	31,161,704
Boston	6,241,732	5,207,902	6,685,942	6,954,777	7,137,870	6,371,211	5,049,330	4,940,862	6,237,611	7,199,167	7,051,285	7,027,418	76,105,107
Buffalo	2,817,163	2,546,719	3,188,245	3,648,129	3,653,136	3,318,056	2,628,452	2,651,464	3,211,567	3,684,229	3,457,673	3,679,625	38,484,458
Chicago	6,865,101	6,826,284	8,082,717	8,524,614	8,603,688	7,622,649	5,931,603	6,334,983	7,518,765	8,716,308	7,934,367	7,622,259	90,583,338
Cincinnati	3,355,200	3,238,500	3,887,100	3,963,600	4,086,000	3,498,600	3,077,700	2,964,900	3,403,500	3,864,600	3,918,900	3,933,300	43,191,900
Cleveland	3,362,400	3,282,750	3,891,900	4,172,100	4,262,250	3,679,500	3,058,425	3,235,525	3,681,825	4,164,150	3,954,750	3,696,975	44,442,550
Detroit	4,842,306	4,370,422	5,314,722	5,301,114	5,507,040	4,911,990	4,122,902	4,086,250	4,854,108	5,515,104	4,924,486	4,683,532	58,433,976
Houston	2,866,108	2,649,448	3,036,768	3,327,044	3,253,180	2,820,776	2,634,744	2,421,700	2,981,440	3,428,040	3,261,090	3,524,206	36,204,544
Indianapolis	2,670,003	2,678,553	3,167,112	3,451,944	3,400,714	3,141,825	2,701,818	2,610,333	2,919,066	3,359,019	3,154,710	3,341,214	36,596,311
Kansas City	2,865,272	3,021,598	3,406,430	3,492,675	3,619,729	3,173,629	2,744,652	2,738,178	3,253,930	3,573,703	3,525,617	3,379,093	38,794,506
Los Angeles	6,869,758	6,249,515	7,134,598	7,492,085	7,412,555	6,904,319	6,178,105	5,975,241	6,591,126	7,020,260	6,684,467	6,423,807	80,935,836
Milwaukee	2,614,279	2,453,820	3,077,620	3,394,676	3,741,590	3,148,628	2,521,961	2,482,539	3,168,314	3,705,741	3,498,571	3,213,360	37,021,099
Minneapolis	2,588,505	2,457,149	2,740,944	3,250,054	3,257,311	2,958,398	2,432,782	2,616,951	2,930,168	3,151,069	2,964,004	2,840,087	34,187,423
New Orleans	3,533,088	3,405,518	3,880,555	4,214,643	3,759,568	3,718,174	3,273,751	3,191,850	3,645,737	4,225,481	4,022,699	4,697,634	45,568,698
New York	14,972,937	12,897,292	15,287,006	15,708,572	15,583,260	14,346,018	10,989,672	11,080,160	14,920,902	17,208,422	15,827,140	14,719,484	173,540,865
Philadelphia	6,213,693	5,683,455	6,771,104	7,057,404	7,208,538	6,651,673	5,167,175	5,083,179	6,361,403	8,260,527	7,592,104	6,937,458	78,987,713
Portland, Ore.	2,837,756	2,675,401	3,182,813	3,393,782	3,257,941	3,046,540	2,374,316	2,464,194	2,709,714	2,751,294	3,046,718	3,176,610	34,917,079
St. Louis	3,663,520	3,821,420	4,288,900	4,445,040	4,380,220	3,820,880	3,079,380	3,309,580	3,876,780	4,444,220	4,455,020	4,304,600	47,889,560
St. Paul	2,047,682	2,297,456	2,434,182	2,862,594	2,698,346	2,271,290	1,976,184	2,165,450	2,298,478	2,773,092	2,475,690	2,279,048	28,579,492
San Francisco	4,546,312	4,065,274	4,825,937	4,830,978	4,970,728	4,424,119	4,011,980	4,130,329	4,339,545	4,868,301	4,690,758	4,379,310	54,083,571
Washington	4,532,904	4,320,267	5,028,389	4,921,033	4,931,566	4,311,359	3,777,176	3,608,529	4,593,235	5,201,039	4,879,937	4,966,226	55,071,660
Totals	98,575,818	92,715,601	109,546,225	114,268,623	114,372,566	102,751,422	85,385,067	86,064,781	103,037,390	118,176,126	111,676,652	108,725,780	1,245,296,051

1926

	Jan.	Feb.	March	April	May	June	July	August	September	October	November	December	City Total
Atlanta	1,049,468	1,068,186	1,314,124	1,330,770	1,422,988	1,207,682	1,867,908	1,213,142	2,064,452	2,500,722	2,783,221	1,205,734	19,028,397
Baltimore	4,190,836	3,785,164	4,767,752	4,952,953	4,962,662	4,753,800	3,981,258	3,727,688	4,409,392	5,306,546	4,919,040	4,466,247	54,222,738
Birmingham	2,404,136	2,324,896	2,932,986	3,045,182	2,963,534	2,660,182	2,445,282	2,615,788	2,693,586	3,155,754	2,827,006	2,804,732	32,873,064
Boston	6,388,169	5,076,196	7,003,130	6,987,201	7,501,700	6,640,566	5,188,306	5,365,587	6,396,915	7,551,777	6,940,076	6,893,269	77,932,892
Buffalo	3,566,538	3,016,093	4,008,624	4,120,377	4,135,191	3,670,378	2,726,149	2,915,894	3,270,390	4,010,900	3,441,153	3,498,743	42,380,430
Chicago	7,456,296	6,882,489	8,223,657	8,392,422	8,803,542	7,770,381	6,128,904	6,459,081	7,753,155	9,132,900	7,925,283	7,503,963	92,432,073
Cincinnati	3,195,600	2,986,500	3,762,300	3,840,300	3,892,800	3,380,400	2,988,900	2,959,500	3,382,500	4,152,000	3,977,700	3,879,600	42,398,100
Cleveland	3,579,000	3,312,150	4,061,625	4,396,350	4,315,575	3,886,125	3,260,250	3,522,975	3,901,575	4,431,300	4,160,625	3,752,175	46,579,725
Detroit	5,271,000	4,696,090	5,739,426	5,868,814	5,995,976	5,498,010	4,611,572	4,997,258	5,650,246	6,235,838	5,450,788	4,993,982	65,009,000
Houston	2,611,890	2,297,666	3,017,756	3,040,366	3,091,004	2,631,398	2,483,348	2,337,030	2,770,306	3,512,684	2,935,226	3,135,426	33,864,100
Indianapolis	2,927,325	2,757,183	3,283,662	3,343,650	3,458,196	3,142,737	2,746,095	2,712,798	3,099,069	3,489,945	3,295,476	3,381,780	37,637,916
Kansas City	2,986,655	3,083,983	3,589,232	3,595,023	3,819,250	3,392,653	3,110,079	2,977,472	3,326,396	3,796,578	3,564,815	3,365,865	40,608,001
Los Angeles	7,009,582	6,658,414	7,655,724	7,252,857	7,440,254	6,920,147	6,265,147	6,505,892	6,664,786	7,733,127	7,092,980	6,981,057	84,179,967
Milwaukee	2,625,054	2,451,417	3,099,391	3,306,255	3,509,136	3,047,253	2,499,950	2,487,618	3,032,993	3,715,242	3,390,275	3,209,876	36,374,460
Minneapolis	2,861,797	2,640,647	3,157,829	3,464,852	3,392,315	3,139,903	2,539,001	2,810,162	3,076,612	3,478,544	3,121,281	2,888,039	36,570,982
New Orleans	3,587,340	3,145,463	4,263,038	4,351,672	4,438,086	3,972,848	3,561,339	3,554,919	3,688,107	4,417,148	4,240,042	4,645,478	47,865,480
New York	15,682,520	13,047,666	15,642,260	15,904,214	16,324,002	14,822,812	10,908,848	11,977,976	14,661,922	17,682,776	15,557,452	14,731,697	176,944,145
Philadelphia	7,031,915	6,061,022	7,625,842	7,546,630	7,626,797	7,127,937	5,526,833	5,477,088	6,639,448	8,014,996	7,925,283	6,417,300	83,021,092
Portland, Ore.	3,997,187	2,818,277	3,487,780	3,580,170	3,632,467	3,351,523	2,852,613	2,994,474	3,149,524	3,542,202	3,168,788	3,316,781	39,891,786
St. Louis	3,925,740	3,848,460	4,573,500	4,689,820	4,611,640	4,121,620	3,388,120	3,838,820	4,328,880	4,934,620	4,580,560	4,556,340	51,398,120
St. Paul	2,060,283	2,210,180	2,537,962	2,776,144	2,652,678	2,532,572	2,130,898	2,484,944	2,435,790	2,849,994	2,573,718	2,351,776	29,596,938
San Francisco	4,695,448	4,278,241	5,297,477	4,955,773	5,075,521	4,509,167	4,350,132	4,794,285	4,473,405	5,305,784	4,769,394	4,671,008	57,175,635
Washington	4,537,534	4,088,160	5,049,102	5,129,882	5,233,163	4,704,398	4,113,736	4,050,532	4,804,512	5,816,882	5,417,065	5,192,799	58,137,763
Total by months	103,640,712	92,534,544	114,094,179	115,871,677	118,298,477	106,884,492	89,674,668	92,780,923	105,673,961	124,768,259	114,417,247	107,843,667	1,286,122,806

1925

	Jan.	Feb.	March	April	May	June	July	August	September	October	November	December	City Total
Atlanta	1,521,342	1,670,237	2,246,533	2,314,198	2,332,777	1,906,750	1,589,201	1,713,150	1,837,000	2,349,407	2,310,894	2,193,989	23,984,478
Baltimore	3,652,048	3,448,315	4,470,615	4,653,973	4,701,949	4,130,088	3,593,853	3,487,251	4,294,816	5,341,261	5,157,732	4,524,654	51,456,555
Birmingham	2,217,446	2,166,262	2,800,988	2,550,240	2,639,924	2,346,022	2,168,796	2,374,078	2,430,694	2,927,512	2,876,076	2,731,274	30,229,304
Boston	5,138,065	4,915,420	6,231,902	6,431,712	6,531,910	5,894,960	4,910,796	4,858,382	6,180,374	7,428,586	7,285,024	7,056,937	72,864,068
Buffalo	3,265,325	2,879,168	3,705,469	3,995,259	3,839,289	3,339,170	2,771,789	2,856,336	3,619,552	4,601,002	4,079,348	4,125,085	43,076,792
Chicago	6,936,801	6,119,461	7,501,164	7,827,468	7,855,362	7,081,584	5,725,554	6,036,603	7,379,508	8,825,275	8,255,148	7,643,157	87,187,085
Cincinnati	3,204,300	2,938,500	3,494,100	3,668,700	3,717,900	3,242,100	2,788,200	2,903,400	3,267,000	3,842,700	3,910,300	3,792,000	40,669,200
Cleveland	3,363,675	3,163,275	3,990,975	4,210,725	4,270,800	3,736,725	3,310,725	3,415,125	3,783,225	4,467,675	4,428,825	4,071,675	46,213,425
Detroit	4,552,436	4,267,634	5,415,130	5,673,178	5,912,956	4,962,342	4,393,970	4,596,410	5,261,032	6,067,096	6,083,742	5,527,536	62,713,462
Houston	2,093,938	2,068,836	2,664,172	2,624,720	2,961,658	2,387,336	2,095,968	2,145,696	2,255,652	2,717,610	2,928,842	2,682,456	29,626,884
Indianapolis	2,836,223	2,534,598	3,234,096	3,427,305	3,563,721	2,997,208	2,675,445	2,644,281	2,861,742	3,632,151	3,472,170	3,475,818	37,354,758
Kansas City	2,687,883	2,882,659	3,279,622	3,219,858	3,319,278	3,021,927	2,603,652	2,748,319	3,270,632	3,651,750	3,635,770	3,395,584	37,716,934
Los Angeles	7,034,590	6,391,784	7,503,762	7,141,925	7,304,266	6,605,677	5,978,784	6,208,240	6,476,612	7,503,481	7,580,086	7,043,124	82,772,331
Milwaukee	2,527,367	2,390,848	2,983,965	3,062,321	3,429,972	2,732,554	2,302,895	2,395,131	2,946,609	3,619,312	3,431,700	3,197,765	35,020,439
Minneapolis	2,606,161	2,316,171	2,941,644	3,120,522	3,117,572	2,805,830	2,351,611	2,656,249	3,001,538	3,447,051	3,013,431	3,069,615	34,447,395
New Orleans	3,266,239	2,856,942	3,887,203	3,844,277	3,792,929	3,314,041	3,133,904	3,181,852	3,497,204	4,119,984	4,416,327	4,888,088	44,198,990
New York	14,058,490	11,989,276	14,751,474	14,484,214	14,839,352	13,048,914	10,466,714	11,060,332	14,042,550	17,387,908	16,760,414	15,369,510	168,259,148
Philadelphia	6,991,402	6,528,757	8,058,917	7,921,326	7,199,352	6,803,305	5,316,323	5,308,487	6,927,589	8,521,057	8,467,879	6,993,348	85,037,742
Portland, Ore.	2,868,166	2,771,417	3,319,431	3,264,223	3,490,685	3,092,022	2,812,726	2,944,485	3,357,586	3,670,647	3,704,207	3,451,832	38,747,437
St. Louis	3,477,860	3,453,620	4,455,860	4,751,360	4,410,900	3,776,960	3,133,660	3,612,220	4,075,060	4,904,920	4,819,000	4,485,180	49,356,600
St. Paul	1,941,688	2,025,674	2,323,538	2,532,642	2,503,452	2,232,958	1,917,412	2,248,456	2,393,062	2,910,782	2,590,014	2,436,490	28,056,168
San Francisco	4,415,433	4,073,012	4,914,353	4,852,730	5,101,195	4,388,219	4,023,612	4,523,178	4,308,375	5,168,506	5,131,587	4,880,225	55,780,435
Washington	3,891,484	3,699,607	4,506,114	4,358,080	4,669,145	4,052,470	3,565,690	3,682,626	4,409,097	5,149,709	5,444,634	5,162,693	52,591,349
Totals by Mos	94,548,362	87,551,473	108,681,019	109,930,953	111,506,344	98,709,162	83,630,880	87,600,287	101,876,509	122,192,382	119,683,150	112,108,035	1,237,360,984

1924

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Year's Total
Atlanta	2,106,678	2,446,202	2,749,666	2,814,026	2,945,040	2,468,418	2,122,932	2,103,220	2,540,034	3,007,318	2,761,766	2,542,890	30,608,196
Baltimore	3,741,162	3,871,955	4,554,640	4,736,734	4,688,267	4,300,983	3,260,980	3,186,937	3,942,987	4,730,515	4,552,133	4,167,750	49,735,843
Birmingham	1,832,544	1,882,258	2,123,226	2,178,862	2,176,570	2,072,602	1,805,314	1,739,626	1,940,022	2,324,924	2,251,718	2,118,130	24,445,796
Boston	4,838,010	4,691,383	5,956,414	6,295,531	6,364,735	5,740,879	4,304,125	4,124,470	5,504,480	6,322,543	6,002,099	6,140,819	66,285,488
Buffalo	3,229,477	2,817,119	3,451,807	4,035,704	3,850,251	3,419,641	2,523,691	2,297,420	3,197,555	3,822,923	3,473,447	3,898,894	40,017,929
Chicago	6,689,319	6,034,053	7,317,081	7,923,456	7,628,415	7,160,784	5,166,507	5,121,837	6,879,096	7,710,093	7,294,281	5,375,120	80,300,042
Cincinnati	3,024,900	3,101,100	3,483,900	3,747,000	3,639,600	3,236,400	2,697,600	2,592,600	3,219,300	3,625,500	3,589,500	3,799,200	39,756,600
Cleveland	3,677,625	3,385,725	4,089,525	4,361,475	4,218,975	3,886,425	2,946,075	2,987,775	3,535,425	4,091,625	3,882,900	3,820,272	44,883,822
Detroit	4,393,368	4,122,524	5,080,656	5,221,762	5,175,492	4,755,436	3,737,230	3,968,524	4,905,810	5,238,030	5,153,036	4,913,372	51,751,868
Houston	2,444,232	2,462,986	2,956,716	2,729,804	2,781,688	2,544,486	2,295,356	2,010,246	2,346,932	2,724,680	2,719,486	2,597,778	30,614,390
Indianapolis	2,676,345	2,562,549	3,067,035	3,220,206	3,283,956	2,794,071	2,321,061	2,189,742	2,613,387	3,176,991	2,899,373	3,190,213	33,994,929
Kansas City	2,650,110	2,817,380	3,185,239	3,447,155	3,458,517	3,233,906	2,774,624	2,822,405	3,205,784	3,482,026	3,341,599	3,243,779	37,662,524
Los Angeles	7,779,001	8,138,375	8,668,310	7,828,474	7,829,000	7,338,225	6,418,824	6,418,758	6,864,805	7,573,177	7,382,011	7,280,036	89,718,996
Milwaukee	2,677,157	2,522,372	3,130,258	3,387,080	3,288,922	2,830,314	2,103,059	2,416,025	2,801,826	3,336,248	3,229,002	3,263,361	34,985,624
Minneapolis	2,490,544	2,618,801	2,692,112	3,048,430	2,954,450	2,736,012	2,123,871	2,370,359	2,669,449	3,213,728	2,902,768	2,794,828	32,615,352
New Orleans	2,582,429	2,603,787	3,111,938	3,115,601	2,936,989	2,824,330	2,443,105	2,557,126	3,044,882	3,317,839	3,315,438	3,954,149	35,807,613
New York	14,161,320	12,100,156	14,183,716	14,243,344	13,938,118	13,418,436	9,919,374	9,843,426	14,200,418	15,598,282	14,874,530	14,373,546	158,854,576
Philadelphia	7,052,909	6,627,931	7,684,230	8,048,469	7,901,209	7,514,860	5,445,409	5,380,504	6,863,079	8,121,604	7,843,872	7,196,507	85,680,583
Portland	2,723,630	2,804,886	3,116,806	3,239,698	3,197,446	3,106,040	2,701,776	2,774,912	3,103,576	3,365,908	3,364,914	3,298,218	36,797,810
St. Louis	3,549,080	3,659,460	4,301,560	4,559,000	4,338,940	4,006,060	2,961,620	3,195,920	4,098,360	4,624,620	4,347,180	4,317,300	47,959,100
St. Paul	1,876,574	2,143,386	2,382,730	2,585,282	2,566,816	2,166,934	1,766,912	1,890,420	2,104,426	2,494,310	2,313,472	2,234,366	26,525,628
San Francisco	4,259,259	4,329,474	4,961,875	4,786,440	4,922,473	4,400,392	3,731,441	4,186,819	4,330,114	4,994,337	4,686,185	4,805,292	54,394,101
Washington	3,670,302	3,651,631	4,544,935	4,454,738	4,450,538	4,443,110	3,403,021	3,207,518	4,051,773	4,645,538	4,598,131	5,409,599	45,121,235
Totals by months	94,125,975	91,395,493	106,794,375	110,008,271	108,536,407	100,398,744	78,983,907	79,386,589	97,963,520	111,587,759	106,778,841	104,735,419	1,178,517,239

1923

	January	February	March	April	May	June	July	August	September	October	November	December	City Total
Atlanta	1,373,274	1,429,730	1,803,998	1,887,160	1,957,732	1,647,604	1,554,560	1,501,584	1,652,630	2,023,770	1,935,010	1,866,284	20,633,336
Baltimore	3,970,499	3,576,656	4,696,165	5,008,707	5,050,620	4,601,030	3,859,931	3,511,708	4,196,027	4,867,060	4,770,666	4,289,650	52,398,719
Birmingham	1,532,328	1,510,460	2,215,486	1,959,748	1,970,948	1,906,058	2,043,902	1,857,912	1,992,032	2,180,626	2,143,904	2,287,068	23,600,472
Boston	4,562,423	4,181,021	5,914,108	6,151,652	6,278,810	5,487,908	4,262,953	4,204,539	5,508,479	5,964,113	5,861,129	4,950,337	63,327,472
Buffalo	2,964,896	2,630,370	3,609,176	3,879,647	3,889,668	3,482,475	2,684,687	2,497,529	3,247,556	3,871,706	3,735,465	3,684,453	40,177,628
Chicago	6,576,975	5,873,121	7,406,139	7,690,248	7,526,859	6,711,930	5,223,255	5,201,430	6,751,593	7,486,350	7,228,677	6,934,836	80,611,413
Cincinnati	3,155,100	3,064,500	3,798,900	3,763,500	3,758,100	3,450,000	3,061,200	2,942,100	3,259,800	3,607,500	3,602,700	3,772,714	41,146,114
Cleveland	3,490,875	3,279,450	4,238,400	4,443,450	4,376,550	4,031,400	3,448,425	3,422,025	3,908,175	4,353,000	4,247,000	4,124,427	47,463,177
Detroit	4,307,100	3,870,776	4,884,418	5,242,300	5,261,662	4,654,034	4,051,978	4,028,864	4,818,030	5,066,698	4,937,156	4,716,474	55,839,490
Houston	1,944,978	1,818,278	2,318,484	2,455,768	2,393,846	2,152,542	2,194,836	2,061,262	2,344,578	2,793,266	2,814,042	2,889,796	28,171,676
Indianapolis	2,712,357	2,537,412	3,221,307	3,135,747	3,207,039	2,915,784	2,478,372	2,372,445	2,958,178	3,057,516	3,079,638	3,124,521	34,800,316
Kansas City	2,614,964	2,733,523	3,394,054	3,401,763	3,444,455	3,349,994	2,782,156	2,701,685	3,103,583	3,326,522	3,259,624	3,093,581	37,205,904
Los Angeles	7,550,732	7,074,858	8,260,252	8,391,684	8,609,860	7,942,298	7,265,169	7,386,834	7,556,298	8,395,159	8,522,255	8,282,232	95,778,872
Milwaukee	2,720,944	2,433,383	3,115,935	3,295,355	3,376,214	2,906,065	2,494,104	2,561,389	2,983,469	3,289,676	3,390,320	3,170,327	35,737,181
Minneapolis	2,633,409	2,750,192	3,234,972	3,675,816	3,433,085	3,027,148	2,296,033	2,588,348	3,042,066	3,350,027	3,076,899	2,897,415	34,239,050
New Orleans	2,591,694	2,426,583	3,273,022	3,281,942	3,181,808	2,830,316	2,783,365	2,601,786	3,102,679	3,379,987	3,162,439	4,027,545	36,643,166
New York	14,110,200	11,951,634	14,672,634	16,630,614	15,616,644	13,793,456	10,751,018	10,025,332	10,021,602	16,466,140	14,698,850	14,103,492	160,425,514
Philadelphia	6,797,280	6,149,873	7,704,161	7,860,648	8,087,400	7,463,066	5,593,212	5,448,229	6,985,792	8,196,388	7,725,160	7,047,042	85,058,251
Portland	2,979,230	2,555,154	3,145,464	3,184,706	3,189,452	3,022,320	2,724,372	2,672,628	2,936,150	3,172,212	3,067,904	3,000,914	35,650,506
St. Louis	3,462,700	3,606,880	4,283,960	4,523,560	4,283,340	3,897,260	3,093,440	3,154,900	4,005,560	4,311,240	4,223,700	4,205,120	47,051,660
St. Paul	2,008,314	2,049,082	2,473,954	2,740,878	2,919,096	2,314,998	1,940,764	2,123,086	2,263,422	2,642,150	2,500,764	2,274,076	28,250,584
San Francisco	4,375,952	4,212,656	4,981,354	4,926,208	5,238,717	4,506,375	4,265,131	4,323,165	4,334,291	4,960,327	4,874,131	4,704,090	55,702,397
Washington	3,634,277	3,472,710	4,370,409	4,300,893	4,398,133	4,175,462	3,627,456	3,165,140	3,929,411	4,472,132	4,348,392	4,461,166	49,254,859
Totals by months	92,070,501	85,188,302	106,926,752	110,831,994	111,450,038	100,269,523	84,478,319	82,353,920	94,891,401	111,233,565	107,305,825	103,907,560	1,190,907,700

1922

	January	February	March	April	May	June	July	August	September	October	November	December	City Totals
Atlanta	1,332,194	1,363,054	1,523,026	1,645,714	1,624,322	1,378,328	1,432,158	1,523,536	1,431,552	1,758,190	1,658,118	1,658,930	18,329,122
Baltimore	3,662,285	3,108,921	4,133,018	4,545,524	4,642,338	4,493,869	3,708,037	3,594,681	4,186,609	4,782,530	4,649,143	4,421,987	49,928,957
Birmingham	1,634,850	1,461,810	1,550,934	1,721,650	1,554,308	1,547,252	1,461,502	1,427,874	1,493,338	1,801,814	1,710,520	1,787,926	19,153,778
Boston	4,661,976	4,061,086	5,545,089	5,848,799	5,664,252	5,156,496	4,033,259	4,331,537	5,069,276	5,935,012	5,925,645	5,525,931	61,778,358
Buffalo	2,820,703	2,477,217	3,278,319	3,373,073	3,415,688	3,022,157	2,527,507	2,609,978	2,993,906	3,655,557	3,440,855	3,672,009	37,286,969
Chicago	5,651,277	4,955,973	6,434,493	6,606,688	6,478,047	6,013,521	5,005,191	5,072,649	6,113,805	7,275,537	6,858,636	6,684,786	73,150,603
Cincinnati	2,925,000	2,610,000	3,093,000	3,203,700	3,179,100	2,748,293	2,768,100	2,579,700	2,805,300	3,420,000	3,442,500	3,391,600	36,166,293
Cleveland	3,403,425	2,831,400	3,550,200	3,695,400	3,744,150	3,471,675	3,119,025	3,142,350	3,462,075	3,961,200	3,972,900	3,962,400	42,316,200
Detroit	4,029,592	3,408,776	4,299,246	4,415,684	4,615,240	4,423,818	3,645,866	3,657,360	3,972,822	4,938,626	4,581,836	4,573,604	50,562,470
Houston	1,840,650	1,685,628	2,034,858	2,330,020	2,177,854	2,109,464	1,957,704	1,776,250	1,949,500	2,322,586	2,322,726	2,300,240	25,007,480
Indianapolis	2,552,259	2,342,610	3,018,948	2,342,610	3,092,502	2,768,475	2,495,124	2,362,371	2,697,666	3,058,179	2,934,393	3,180,357	32,845,494
Kansas City	2,356,572	2,395,493	2,866,177	3,072,297	2,906,029	2,826,116	2,586,387	2,494,871	2,790,204	3,189,884	3,095,205	3,073,425	33,652,660
Los Angeles	6,995,072	6,118,098	7,087,192	7,251,384	7,319,284	7,102,368	6,874,518	6,738,368	6,938,526	7,702,436	7,874,286	7,652,260	85,653,792
Milwaukee	2,656,716	2,166,171	2,788,912	2,852,431	2,800,506	2,765,153	2,180,578	2,239,011	2,462,975	3,432,217	3,220,999	3,248,719	34,992,436
Minneapolis	2,269,694	2,496,013	2,842,154	3,210,721	3,094,621	2,791,527	2,588,474	2,724,308	3,072,989	3,093,982	2,959,554	2,954,686	31,920,675
New Orleans	2,765,194	2,268,095	2,881,092	3,337,058	2,985,515	2,748,293	2,742,657	2,616,192	2,702,521	3,356,224	3,039,113	3,729,805	35,171,759
New York	13,544,936	11,337,442	13,904,268	14,398,424	14,377,976	13,363,298	10,707,422	10,640,180	13,040,332	16,104,500	14,738,884	14,471,986	160,629,648
Philadelphia	6,459,987	5,585,580	6,759,595	7,046,978	7,121,160	6,812,709	5,394,289	5,478,877	6,409,127	7,761,602	7,586,028	7,157,468	79,573,400
Portland	2,942,408	2,586,010	3,248,204	3,405,206	3,176,628	3,042,046	2,933,322	2,924,474	2,946,314	3,380,698	3,425,212	3,377,304	37,387,826
St. Louis	3,280,900	3,097,800	3,837,460	4,110,460	3,959,420	3,653,540	3,233,860	3,176,440	3,672,300	4,418,420	4,195,220	4,220,900	44,856,720
St. Paul	1,751,974	1,689,030	2,170,630	2,303,014	2,361,310	2,053,968	1,348,200	1,334,578	2,090,746	2,545,942	2,433,858	2,436,518	24,519,768
San Francisco	4,031,062	3,579,492	4,232,074	4,520,334	4,594,632	4,281,508	4,004,518	4,015,242	4,057,312	4,794,902	4,525,108	4,475,310	51,111,494
Washington	3,671,120	3,451,232	4,081,220	4,369,024	4,121,735	3,928,865	3,367,581	3,198,490	3,690,849	4,657,889	4,351,153	4,135,605	47,024,763
Totals by Months	87,239,846	77,076,931	95,160,109	99,606,203	99,006,632	95,502,739	80,115,279	79,659,317	90,050,044	107,367,927	102,941,892	102,293,756	1,113,020,675

1921

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	2,149,283	2,250,923	2,541,133	2,381,270	2,511,596	2,273,726	2,007,751	1,835,854	2,033,053	2,365,741	2,365,513	2,305,479	27,021,332
Baltimore	4,073,846	3,334,684	4,174,305	4,300,943	4,612,794	3,349,972	3,460,091	3,235,510	4,121,172	4,623,671	4,302,725	4,005,887	47,595,600
Birmingham	1,745,576	1,708,770	1,921,360	1,794,002	1,890,518	1,616,538	1,484,588	1,389,220	1,544,270	1,789,424	1,561,420	1,705,200	20,150,886
Boston	4,100,617	3,660,200	4,968,464	4,880,927	5,561,721	4,727,466	3,855,811	3,668,750	4,606,700	5,547,201	5,224,908	5,266,569	56,069,334
Buffalo	2,966,809	2,616,311	3,421,268	3,205,254	3,361,893	2,916,755	2,395,764	2,346,167	2,895,037	3,463,143	3,179,609	3,394,291	36,162,301
Chicago	5,576,178	4,889,763	5,984,865	6,030,921	6,215,685	5,689,413	4,620,020	4,629,387	5,388,081	6,261,606	6,002,385	6,258,906	67,547,228
Cincinnati	2,782,800	2,492,400	3,101,100	3,047,700	3,146,700	2,888,100	2,565,300	2,436,300	2,796,000	3,348,600	3,290,400	3,471,000	35,366,400
Cleveland	3,912,375	3,544,125	4,078,725	3,949,350	4,236,525	3,764,400	3,205,950	3,073,350	3,434,175	3,827,925	3,656,700	3,641,100	44,324,700
Detroit	3,675,910	3,365,502	4,382,644	4,295,130	4,712,036	4,174,912	3,455,508	3,556,630	4,056,668	4,603,046	4,376,708	4,470,046	49,124,740
Houston	1,968,568	1,887,998	2,310,238	2,138,682	2,336,614	2,028,096	1,905,176	1,761,868	2,062,578	2,270,864	2,239,258	2,265,228	25,178,168
Indianapolis	2,764,718	2,483,433	3,019,521	2,857,560	3,148,896	2,754,822	2,315,262	2,236,278	2,571,707	3,048,570	2,787,606	2,952,408	32,940,781
Kansas City	2,430,350	2,485,682	2,716,861	2,554,700	2,712,022	2,452,622	2,192,995	1,987,478	2,240,763	2,603,719	2,585,153	2,550,396	29,512,721
Los Angeles	6,897,726	5,943,966	6,725,558	6,637,862	7,038,640	6,870,220	6,279,840	6,134,968	6,409,130	7,395,654	7,475,958	7,618,590	81,428,112
Milwaukee	2,537,312	2,114,684	2,672,229	2,680,820	2,916,096	2,518,119	2,109,208	2,307,595	2,426,901	2,773,175	2,693,691	2,804,676	30,554,506
Minneapolis	2,251,560	2,323,720	2,713,816	2,856,924	3,017,532	2,557,124	2,323,359	2,315,836	2,806,580	2,938,097	2,761,640	2,576,294	31,442,482
New Orleans	2,624,440	2,357,114	3,063,948	2,814,952	3,087,439	2,705,585	2,545,928	2,396,395	2,711,307	3,310,310	3,128,299	3,811,404	34,557,121
New York	12,745,128	10,278,254	13,296,208	13,138,166	13,956,610	12,990,742	10,309,708	9,705,712	12,428,625	14,748,224	14,204,838	13,411,958	151,204,173
Philadelphia	6,703,027	5,611,407	6,404,616	6,365,501	6,751,188	6,270,927	4,899,041	4,886,004	5,853,720	7,069,518	6,952,906	6,523,111	74,290,968
Portland, Ore.	2,980,445	2,677,257	3,191,137	3,124,343	3,325,536	3,062,937	3,085,458	2,631,932	3,019,914	3,182,851	3,136,767	3,192,326	36,610,903
St. Louis	3,256,140	3,125,200	3,744,330	3,574,340	3,834,000	3,477,840	2,950,760	2,826,320	3,373,900	3,958,800	3,819,960	3,897,380	41,839,070
St. Paul	1,755,656	1,675,056	2,189,578	2,244,368	2,241,736	1,955,736	1,667,618	1,697,517	2,041,298	2,212,163	2,111,662	2,058,146	23,850,534
San Francisco	3,419,122	3,536,442	3,804,990	3,669,810	4,222,470	3,742,302	3,396,540	3,383,380	3,548,874	4,039,350	3,963,498	3,663,634	44,390,412
Washington	3,682,639	3,199,225	3,914,577	3,872,224	4,514,319	3,878,590	3,439,215	3,114,091	3,817,845	4,529,454	4,489,033	4,417,001	46,868,213
Totals	86,990,225	77,562,216	94,341,471	92,415,749	99,352,566	88,666,944	76,470,903	73,559,542	86,188,298	99,911,106	96,310,637	96,261,030	1,068,030,687

Year's total—1,068,030,687

1920

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	1,698,662	1,706,606	2,169,630	2,095,674	2,308,886	2,019,434	1,890,686	1,757,364	1,871,128	2,128,644	1,973,066	1,772,818	23,392,598
Baltimore	4,412,973	4,676,415	5,358,155	5,711,769	5,285,165	5,166,910	4,232,639	4,076,308	4,585,734	5,375,872	4,947,847	4,507,369	58,337,196
Birmingham	2,279,928	2,570,596	2,659,734	2,165,926	2,425,822	2,209,914	2,015,372	2,085,356	2,115,498	2,519,496	2,140,208	2,114,966	27,302,816
Boston	5,232,977	2,952,268	5,683,630	5,953,317	6,039,250	5,433,023	4,396,716	3,892,121	4,870,038	5,670,251	5,115,786	4,724,225	59,963,602
Buffalo	3,465,190	3,373,932	4,113,698	3,422,251	3,277,444	3,163,030	2,616,607	3,072,140	3,530,433	4,126,052	3,612,929	3,839,979	41,613,685
Chicago	6,510,483	5,380,965	6,600,741	6,118,644	6,605,613	6,507,189	5,325,468	5,403,063	4,898,408	6,857,622	6,490,500	6,571,950	73,270,646
Cincinnati	2,870,700	2,866,200	3,560,400	2,900,100	3,543,000	3,303,300	3,011,100	2,900,100	3,139,200	3,610,500	3,341,400	3,258,300	38,304,300
Cleveland	4,628,400	4,561,675	5,316,675	4,945,725	5,194,800	5,132,850	4,665,450	4,555,725	4,679,925	4,962,975	4,721,700	4,515,975	57,881,875
Detroit	4,664,646	4,636,845	5,425,560	5,287,282	5,497,240	5,209,274	4,567,892	4,659,494	4,794,338	5,518,436	5,000,892	4,654,286	59,916,983
Houston	2,015,323	2,049,868	2,390,444	2,191,504	2,469,082	2,233,812	2,151,100	1,751,400	1,903,510	2,774,138	2,690,919	2,428,597	27,049,697
Indianapolis	2,972,802	2,963,040	3,582,837	3,026,280	3,563,883	3,411,672	2,941,443	2,805,771	3,128,370	3,412,938	3,228,330	3,249,144	38,286,310
Kansas City	2,364,160	2,692,542	2,932,266	2,483,783	2,573,054	2,408,293	2,158,490	2,257,190	2,483,136	2,892,094	2,632,197	2,549,569	30,426,774
Los Angeles	6,465,452	6,462,370	6,681,542	6,545,042	6,666,716	6,436,716	6,191,836	6,452,866	6,635,160	7,836,696	7,438,284	7,652,442	81,465,122
Milwaukee	2,601,392	2,399,942	2,982,275	3,056,578	3,158,340	2,865,053	2,419,596	2,582,015	2,705,616	3,112,722	2,845,809	2,773,380	33,502,718
Minneapolis	2,682,302	2,981,356	3,220,462	3,638,960	3,655,932	3,007,550	2,781,268	2,796,009	3,231,510	3,618,139	3,069,276	2,912,602	37,595,366
New Orleans	2,589,996	2,723,419	3,398,360	3,340,206	3,301,713	3,132,028	2,989,577	2,798,630	2,987,282	3,706,652	3,655,605	3,757,845	38,381,313
New York	14,344,249	11,948,764	13,944,828	13,869,816	14,898,037	13,623,845	10,682,975	10,581,014	12,616,556	15,203,572	13,591,736	13,287,144	158,592,536
Philadelphia	7,112,197	6,392,944	7,514,085	7,787,166	8,123,037	7,475,509	5,716,154	5,866,518	6,882,510	7,726,598	7,232,946	6,824,973	84,654,637
Portland	2,684,168	3,025,970	3,125,874	3,136,684	3,364,578	2,917,910	2,565,860	2,582,776	2,781,796	3,293,338	3,037,762	3,000,662	35,517,318
St. Louis	3,213,140	3,544,700	4,286,200	3,579,640	3,937,180	3,769,960	3,180,160	3,370,460	3,909,800	4,522,840	4,157,860	3,943,240	45,415,180
St. Paul	2,055,648	2,197,734	2,622,354	3,002,342	2,755,452	2,392,810	2,219,728	2,166,976	2,662,772	2,812,131	2,404,570	2,287,684	29,580,201
San Francisco	3,373,440	3,475,094	3,685,990	3,792,976	4,189,640	3,704,328	3,183,768	3,421,978	3,307,080	3,978,478	3,680,502	3,594,626	43,387,900
Washington	3,585,110	3,667,265	4,159,583	3,884,094	4,365,528	2,999,750	3,267,117	3,334,562	3,787,084	4,576,316	4,254,555	4,128,036	46,009,000
Totals, by months	93,823,338	89,250,510	105,415,323	101,935,759	107,199,392	98,524,160	85,170,942	85,169,836	93,506,884	110,236,500	101,264,679	98,349,812	1,175,021,331

Year's total—1,175,021,331

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

CHIEF EDITORIAL WRITERS OF LEADING DAILIES

CALIFORNIA

Los Angeles Herald—E. R. Hollingworth.
Los Angeles Illustrated News—Richard R. Kilroy.
Los Angeles Times—E. C. Krauss.
Oakland Tribune—A. B. Schuster.
San Diego Sun—Paul C. Edwards.
San Francisco Chronicle—Ben Macomber.
San Francisco News—Fred L. Purdy.

COLORADO

Denver Post—Bruce Gustin.
Denver Rocky Mountain News—James H. MacLennan.

CONNECTICUT

Hartford Times—Charles C. Hemenway.
New Haven Journal-Courier—Col. Norris G. Osborn.
Waterbury American—E. Robert Stevenson.
Waterbury Democrat—Neil Maloney.

DELAWARE

Wilmington Journal—George Carter.
Wilmington News—Albert W. Cummins.

DISTRICT OF COLUMBIA

Washington News—G. B. Parker.
Washington Post—Ira E. Bennett.
Washington Star—Theo. M. Noyes.
Washington Times—William Price.

FLORIDA

Miami Herald—Frank B. Stoneman.
Tampa Times—Dr. Graham Forrester.
Tampa Tribune—E. D. Lambright.

GEORGIA

Atlanta Constitution—Clark Howell.
Atlanta Georgian & Sunday American—James B. Nevin.
Atlanta Journal—William Cole Jones.

ILLINOIS

Chicago American—James P. Bicket.
Chicago Herald & Examiner—Thomas Temple Hoyne, James Weber Linn.
Chicago Journal—R. R. Strom.
Chicago News—Victor S. Yarros.

INDIANA

Ft. Wayne Journal-Gazette—Harry M. Williams.
Indianapolis News—Louis Howland.
Indianapolis Star—J. P. Edmison.
Indianapolis Times—Boyd Gurley.
South Bend News-Times—Sidney B. Whipple.
South Bend Tribune—F. A. Miller, Gerald Cosgrove.

IOWA

Des Moines Register & Tribune-Capital—Harvey Ingham.

KENTUCKY

Louisville Courier-Journal—Harrison Robertson.
Louisville Herald-Post—E. A. Jonas.
Louisville Times—Tom Wallace.

LOUISIANA

New Orleans Item Tribune—Marshall Ballard.
New Orleans Times-Picayune—Mat Gray.

MAINE

Portland Express, Press Herald & Sunday Telegram—Arthur C. Bartlett, Fred K. Owen.
Portland News—R. R. Baker.

MARYLAND

Baltimore Post—Harold D. Jacobs.

MASSACHUSETTS

Boston Post—W. O. Quint.
Boston Transcript—Joseph Edgar Chamberlin.
Lowell Courier-Citizen—Philip S. Marden.
Lynn Item—Harold D. Valpey.
Lynn Telegram-News—Richard Crowley.
New Bedford Standard—Cooper Gaw.
New Bedford Times—James Punn.
Worcester Post—Earle Farnum.

MICHIGAN

Detroit Free Press—Carlton S. Shier.
Detroit News—George E. Miller.
Detroit Times—J. A. Mulcahy.
Flint Journal—Lee N. Fuller.
Grand Rapids Herald—Carl M. Saunders.
Grand Rapids Press—Lee M. Woodruff.

MINNESOTA

Duluth Herald—Stillman H. Bingham.
Duluth News Tribune—Philo Brockway.
St. Paul News—Howard Kahn.

MISSOURI

Kansas City Journal-Post—Henry P. Robins.
Kansas City Star—H. J. Haskell.
St. Louis Globe-Democrat—Casper S. Yost.
St. Louis Times—Nels E. Anderson.

NEBRASKA

Omaha World-Herald—H. E. Newbranch.

NEW JERSEY

Jersey City Jersey Journal—Joseph A. Dear.
Hoboken Jersey Observer—A. Langer.
Newark News—Silas W. Niles.
Trenton State Gazette—R. A. Schroth.
Trenton Times—Frederick L. Ferris.
Trenton Times-Advertiser—John J. Cleary.

NEW YORK

Albany News—Ralph Record.
Albany Knickerbocker Press—Allen Eddy.
Brooklyn Citizen—Solon Barbanell.
Brooklyn Eagle—Arthur M. Howe.
Buffalo Courier-Express—Frederick W. Kendall.
Buffalo Times—Louis B. Lane.
New York Herald-Tribune—Geoffrey Parsons.
New York News—Reuben Maury.
New York Post—Royal Davis.
New York Sun—Frank M. O'Brien.
New York Telegram—Harry Ballard, Ted Thackrey.
New York Times—Rollo Ogden.
New York Evening World—Claude Bowers.
New York World—Walter Lippmann.
Rochester Democrat & Chronicle—Harvey W. Southgate.
Rochester Journal—C. A. Little.
Rochester Times-Union—Ralph P. Webster.
Syracuse Herald—Dr. John B. Howe.
Syracuse Journal & American—Arthur Brisbane.
Syracuse Post-Standard—W. P. Baker.
Utica Observer-Dispatch—William W. Canfield.
Utica Press—Paul B. Williams.

OHIO

Akron Beacon Journal—Edward S. Harter.
Akron Times-Press—Jack Reed.
Canton News—Walter Locke.
Canton Repository—John D. Raridan.
Cincinnati Enquirer—Thomas Emmett Moore.
Cincinnati Post—Alfred Segal.
Cincinnati Times-Star—Hulbert Taft.
Cleveland News—Victor Slayton.
Cleveland Plain Dealer—Archer H. Shaw.
Cleveland Press—Carlton K. Matson.
Columbus Dispatch—J. H. Galbreath, W. H. Johnson.
Dayton News—Walter Locke.
Toledo Blade—Lucas J. Beecher.
Toledo News-Bee—Howard Stephenson.
Toledo Times—John D. Dun.
Youngstown Telegram—Felix F. Bruner.
Youngstown Vindicator—William F. Maag, Jr.

OKLAHOMA

Oklahoma News—Carl C. Magee.
Oklahoma Oklahoman-Times—Luther Harrison.
Tulsa Tribune—Richard Lloyd Jones.

OREGON

Portland News—Fred L. Boalt.
Portland Oregon Journal—B. F. Irvine.

PENNSYLVANIA

Philadelphia News—Fred Boyd.
Philadelphia Public Ledger—C. M. Morrison.
Philadelphia Record—Hugh Sutherland.
Pittsburgh Post-Gazette—William T. Martin.
Pittsburgh Press—J. Y. Chidester.
Scranton Sun—Mark K. Edgar.
Scranton Times—Thomas Murphy.

RHODE ISLAND

Providence News—Maurice Joy.

TENNESSEE

Knoxville Journal—Anne Rankin.
Memphis Commercial Appeal—W. H. Adler.
Memphis Press-Scimitar—Ralph Millett.
Nashville Tennessean—J. I. Finney.

TEXAS

Dallas Journal—Hilton Greer.
Dallas News—Alonzo Wasson.
Dallas Times-Herald—B. C. Jefferson.
Fort Worth Press—John H. Sorrells.
Ft. Worth Star-Telegram & Record Telegram—Charles Benson.
Houston Chronicle—E. R. Millis.
Houston Post-Dispatch—H. L. Millis.

UTAH

Salt Lake Telegram—Robt. C. Elliott.
Salt Lake Tribune—E. H. Holden.

VIRGINIA

Norfolk Ledger-Dispatch—Douglas Gordon.
Norfolk Virginian-Pilot—Louis I. Jaffe.
Richmond Times-Dispatch—LeMotte Blakely.

WASHINGTON

Seattle Post-Intelligencer—Alvaro Shoemaker.
Seattle Times—James A. Wood.
Spokane Press—E. W. Jorgenson.
Tacoma Ledger—L. H. Gross.
Tacoma News-Tribune—C. B. Welch.
Tacoma Times—R. J. Benjamin.

WISCONSIN

Milwaukee Journal—J. D. Ferguson.
Wisconsin News—Ernst Kronshage.

CANADA

ALBERTA

Calgary Albertan—A. C. Ballantyne.

BRITISH COLUMBIA

Vancouver Star—J. E. Norcross.
Vancouver Sun—H. L. Weir.
Victoria Colonist—Charles Swayne.

MANITOBA

Winnipeg Manitoba Free Press—John W. Dafoe.
Winnipeg Tribune—W. L. MacTavish.

NOVA SCOTIA

Halifax Chronicle & Star—A. F. MacDonald, Geo. Farquhar.
Halifax Herald & Mail—E. E. Kelley.

ONTARIO

Hamilton Herald—A. E. S. Smythe.
Hamilton Spectator—A. J. Holloway.
London Advertiser—M. Rossie.
Ottawa Citizen—C. A. Bowman.
Ottawa Journal—M. G. O'Leary.
Ottawa Le Droit—C. Gauthier.
Toronto Mail & Empire—C. A. C. Jennings.
Toronto Star—J. T. Clark.
Toronto Telegram—C. O. Knowles.
Windsor Border Cities Star—Ellison Young.

QUEBEC

Montreal Standard—Fred Yorston, Esq.
Montreal Star—Albert R. Carman.
Quebec L'Evenement—J. E. Barnard.

NEWSPAPER COLUMNISTS OF LEADING DAILIES

CALIFORNIA

Los Angeles Herald—Gilmore Millen, J. C. Stuart, E. W. R. Lawrence.
Los Angeles Illustrated News—Richard R. Kilroy, Toby Anderson.
Los Angeles Times—Lee Shippey, Harry Carr.
Oakland Tribune—Everett Johnson.
San Diego Sun—Wm. B. France.
San Francisco Chronicle—Chester Rowell.
San Francisco News—John D. Barry.

COLORADO

Denver Post—Bruce Gustin.
Denver Rocky Mountain News—Lee T. Casey.

CONNECTICUT

Hartford Times—Frederick P. Latimer.
Waterbury Democrat—E. Christy Erk.

DISTRICT OF COLUMBIA

Washington News—Ludwell Denny.
Washington Post—Geo. R. Brown.
Washington Star—Chas. E. Tracewell, Philander Johnson.

FLORIDA

Miami Herald—W. Bob Holland, Grace Norman Tuttle.
Tampa Times—E. B. Moss.
Tampa Tribune—P. E. Barney.

GEORGIA

Atlanta Constitution—J. A. Holloman, Sam W. Small.
Atlanta Georgian—Mildred Seydell, Ed Danforth.
Atlanta Journal—Morgan Blake, O. B. Keeler, Fuzzy Woodruff, Harry Stillwell Edwards, John T. Boifeuillet.

ILLINOIS

Chicago American—Wm. H. Stuart, James Corcoran, Edw. J. Geizer, Harry Neil.
Chicago Herald & Examiner—James Weber Linn.
Chicago Journal—Arthur Sheekman.
Chicago News—E. E. Morgan, John W. Keys, Robt. J. Casey.

INDIANA

South Bend News-Times—Mrs. Dorothy J. Konold, Miss Carolyn Jacks, McCready Huston, Prof. Chas. Phillips.

IOWA

Des Moines Register & Tribune-Capital—Harlan S. Miller.

KENTUCKY

Louisville Courier-Journal—A. H. Woodson.
Louisvile Times—Raymond Daumont.

MAINE

Portland News—Gus Merrill.

MARYLAND

Baltimore Post—Louis Azrael.

MASSACHUSETTS

Boston Post—Newton Newkirk.
Lynn Item—Willard C. Chase, Harold F. Moulton.
Lynn Telegram-News—John T. Casey, H. L. Southward, Michael Zack.
New Bedford Standard—Cooper Gaw.
New Bedford Times—B. E. L., Pat Costello.

MICHIGAN

Detroit Free Press—E. A. Guest, C. C. Bradner.
Detroit News—Elmer C. Adams, S. L. A. Marshall.
Detroit Times—Lee J. Smits.

MINNESOTA

Duluth Herald—Russell C. Henry.

MISSOURI

Kansas City Journal-Post—Richard Robertson.
Kansas City Star—Clad H. Thompson, Gordon Hudelson.
St. Louis Globe-Democrat—F. B. Collier, Herbert Corey, H. I. Phillips.

NEW JERSEY

Newark News—L. H. Patterson, Eugene K. Herrick, W. Karig.

NEW YORK

Albany News—Ralph Record.
Albany Knickerbocker Press—Charles H. Willoughby.
Brooklyn Citizen—Barb, A. J. Bush, Norman Lustig.
Brooklyn Eagle—Rian James.
Buffalo Courier-Express—J. D. Wells, S. P. Burrill, Billy Kelly, H. Lerch.
Buffalo News—Ed Scanlon.
New York Graphic—E. H. Gauvreau, W. Winchell, E. Sullivan, R. Corby, R. Grannis, E. Prentiss, Mme. Hall-Deane.
New York Herald Tribune—Edward Hope.
New York News—Mark Hellinger, Paul Gallico.
New York Post—R. M. Crouse, C. W. Gilbert, J. E. House, Nunnally Johnson.
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Syracuse Post-Standard—Joseph H. Adams.

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Akron Beacon Journal—Herman Fetzer.
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Buffalo Times—Arthur Metzler.
New York Graphic—Alexander Johnston.
New York Herald Tribune—H. A. Pierce.
New York News—Clark Dodge.
New York Post—Elmer Thompson, Jr.
New York Sun—Burton S. Brown.
New York Telegram—James Jones.
New York Times—James O. Spearing.
New York World—Hazen Conklin.
Rochester Journal—Bartley T. Brown.
Rochester Times-Union—Wm. F. Butler.
Syracuse Herald—Gladys Von Blanc.
Syracuse Journal & American—A. D. Theobald
Utica Observer-Dispatch—Stanley L. Clark.
Utica Press—Arthur E. Pflanz.

OHIO

Akron Beacon Journal—James P. Rosemond.
Akron Times-Press—Paul Van Camp.
Canton News—John Green.
Canton Repository—Robert E. Lane.
Cincinnati Enquirer—Robert C. Beiser.
Cincinnati Post—Joe Aston.
Cincinnati Times-Star—Fred Burns.
Cleveland News—Joe Bernstein.
Cleveland Plain Dealer—Fred Kingsbury.
Cleveland Press—J. T. Feehan.
Columbus Citizen—Walter Beebe, Jr.
Columbus Dispatch—Pat Girard.
Dayton News—C. A. Protsman.
Toledo Blade—Charles Henderson.
Toledo Times—E. E. Moore.
Youngstown Telegram—Harry R. Craig.
Youngstown Vindicator—F. C. Adams.

OKLAHOMA

Oklahoma News—Bennie Turner.
Oklahoma City Oklahoman-Times—Fred Jay.
Tulsa Tribune—Fred Brooks.

OREGON

Portland News—O. A. Loomis.
Portland Oregon Journal—Ernest W. Peterson.
Portland Oregonian—Edward M. Miller.

PENNSYLVANIA

Philadelphia News—Horace Reed.
Pittsburgh Post-Gazette—J. R. Morrow.
Pittsburgh Press—H. W. Hogeland.
Scranton Sun—G. A. Somarindyck.

RHODE ISLAND

Providence News—E. L. McCarthy.

TENNESSEE

Knoxville Journal—W. W. Ayres.
Knoxville News-Sentinel—J. T. Montoux.
Memphis Commercial Appeal—Braden Finch.
Memphis Press-Scimitar—H. J. Moorhead.
Nashville Tennessean—M. M. Pigue.

TEXAS

Dallas News & Journal—North Bigbie.
Dallas Times-Herald—Carey Snyder.
Ft. Worth Star-Telegram—J. M. McGinley.
Houston Chronicle—James Lingan.
Houston Post-Dispatch—E. A. Mareno.

VIRGINIA

Norfolk Ledger Dispatch—Ellis Loveless.
Norfolk Virginian-Pilot—R. K. T. Larson.
Richmond Times-Dispatch—Earl Lutz.

WASHINGTON

Seattle Post-Intelligencer—Fred Earp.
Seattle Star—H. W. Bangert.
Seattle Times—Mitchell S. Sutherland.
Spokane Press—R. E. Emahiser.
Tacoma Ledger—Edwin Johnson.
Tacoma Times—Harry H. Hutchinson.

WISCONSIN

Milwaukee Journal—W. W. Rowland.

CANADA

BRITISH COLUMBIA

Vancouver Star—J. B. Eberts.
Vancouver Sun—F. Hopwood.
Victoria Colonist—Alex T. Stewart.

MANITOBA

Winnipeg Free Press—John J. Conklin.

ONTARIO

Ottawa Citizen—L. Avery.
Ottawa Journal—B. L. White.
Ottawa Le Droit—A. Verreault.
Toronto Mail & Empire—Warren Hastings.
Windsor Border Cities Star—D. P. Connery.

QUEBEC

Montreal Standard—R. A. Cusack.
Montreal Star—P. M. T. Little.
Quebec L'Evenement—C. M. Boissonnault.

THEATRICAL CRITICS OF LEADING DAILIES

CALIFORNIA

Los Angeles Herald—Harrison Carroll
Los Angeles Illustrated News—Elanor Barnes
Los Angeles Times—Edwin Schallert
Oakland Tribune—Wood Soanes.
San Francisco Chronicle—George C. Warren.
San Francisco News—Curran D. Swint.

COLORADO

Denver Post—A. DeBernardi, Jr.
Denver Rocky Mountain News—Kasper Monahan.

CONNECTICUT

Hartford Times—Robert P. Butler.
New Haven Journal-Courier—A. J. Sloane.
Waterbury American—Ray Fanning.
Waterbury Democrat—Miss Margaret Maloney.

DELAWARE

Wilmington Journal—J. B. Danby.

DISTRICT OF COLUMBIA

Washington News—Miss Mabel Jennings.
Washington Post—John J. Daly.
Washington Star—P. C. Johnson, C. E. Nelson, William Lundvagt.
Washington Times—Andrew Kelley.

FLORIDA

Miami Herald—Edgar L. Hay.
Tampa Times—Mary Yearger Raymond.
Tampa Tribune—Howard W. Hartley.

GEORGIA

Atlanta Constitution—Ralph Jones.
Atlanta Georgian & Sunday American—James B. Nevin, Jr.
Atlanta Journal—Frank Daniels.

ILLINOIS

Chicago American—Frederick McQuigg.
Chicago Herald & Examiner—Ashton Stevens.
Chicago Journal—Virginia Dale.
Chicago News—Amy Leslie.

INDIANA

Ft. Wayne Journal-Gazette—Bob Baral.
Indianapolis News—Walter Whitworth.
Indianapolis Star—R. G. Tucker.
Indianapolis Times—Walter D. Hickman.

IOWA

Des Moines Register & Tribune-Capital—Wayne Weishaar.

KENTUCKY

Louisville Courier-Journal—Boyd Martin.
Louisville Times—Marion Green.

LOUISIANA

New Orleans Item Tribune—M. W. Washburn.
New Orleans Times-Picayune—K. T. Knoblock.

MAINE

Portland Express, Press Herald & Sunday Telegram—Edith Haines (Express), Perdita Houston (Press-Herald).
Portland News—Dorothy Whipple.

MARYLAND

Baltimore Post—Louis Azrael.

MASSACHUSETTS

Boston Post—E. H. Crosby.
Boston Transcript—H. T. Parker.
Lynn Item—H. D. Valpey.
Lynn Telegram-News—J. Randolph Quick.
New Bedford Standard—Cooper Gaw.
Worcester Post—James Shea.

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

Worcester Telegram-Gazette—George Foxhall, Francis P., Murphy.

MICHIGAN

Detroit Free Press—Len G. Shaw.
Detroit News—George W. Stark.
Detroit Times—Ralph Holmes.
Flint Journal—Earl Davison.
Grand Rapids Herald—Wm. B. McClaren
Grand Rapids Press—Mary E. Remington.

MINNESOTA

Duluth Herald—James T. Watts.
Duluth News Tribune—Prevost Coulter.
St. Paul News—Alton Cook.

MISSOURI

Kansas City Journal-Post—Goodman Ace.
Kansas City Star—Landon Laird.
St. Louis Globe-Democrat—Harry Burke.
St. Louis Times—Thomas P. Bashaw.

NEBRASKA

Omaha World-Herald—Keene Abbott.

NEW JERSEY

Jersey City Jersey Journal—Arthur D. Mackie.
Hoboken Jersey Observer—E. Yuetter.
Newark News—Walter Flannegan.

NEW YORK

Albany Knickerbocker Press & News—William H. Haskell.
Brooklyn Citizen—Alvin J. Kayton, Edgar Price.
Brooklyn Eagle—Arthur Pollock.
Brooklyn Standard Union—Donald Mulhern.
Buffalo Courier Express—W. E. J. Martin.
Buffalo News—Rollin Palmer.
Buffalo Times—Nelson Wilkinson.
New York Graphic—Walter Winchell.
New York Herald Tribune—Percy Hammond.
New York News—Burns Mantle.
New York Post—Robert Littell.
New York Sun—Richard O. Lockridge.
New York Telegram—Robert Garland.
New York Times—J. Brooks Atkinson.
New York Evening World—E. W. Osborn.
New York World—St. John Ervine, Alison Smith.
Rochester Democrat & Chronicle—George L. David.
Rochester Journal—William Costello.
Rochester Times-Union—A. J. Warner.
Syracuse Herald—Chester B. Bahn.
Syracuse Journal & American—Franklin H. Chase.
Syracuse Post-Standard—Joseph H. Adams.
Utica Press—H. A. Fox.

OHIO

Akron Beacon Journal—Ed Gloss.
Akron Times-Press—Evan Williams, Jr.
Canton News—Dennis R. Smith.
Canton Repository—Ted A. Witter.
Cincinnati Enquirer—W. S. Goldenberg.
Cincinnati Post—Frank Aston.
Cincinnati Times-Star—Russell Wilson, Clark B. Firestone.
Cleveland News—Archie Bell.
Cleveland Plain Dealer—W. F. McDermott.
Cleveland Press—George Davis.
Columbus Citizen—John McNulty.
Columbus Dispatch—H. E. Cherrington.
Dayton News—James Muir.
Toledo Blade—V. K. Richards.
Toledo News-Bee—Edmund Nofthrup.
Toledo Times—M. W. Woodbury.
Youngstown Telegram—Charles A. Leedy.
Youngstown Vindicator—W. L. Rook.

OKLAHOMA

Oklahoma News—Noel Ruston.
Oklahoma City Oklahoman-Times—James A. Stapp.
Tulsa Tribune—Amy Comstock.

OREGON

Portland News—Myrtle Couche.
Portland Oregon Journal—H. E. Hunt.
Portland Oregonian—Stanley Orne.

PENNSYLVANIA

Philadelphia News—J. H. Keen.
Philadelphia Public Ledger—A. B. Waters, H. T. Murdock.
Philadelphia Record—Herman L. Dieck.
Pittsburgh Post-Gazette—William Bahmer.
Pittsburgh Press—K. B. Krug.
Reading Eagle—B. A. Fryer.
Scranton Sun—Lucia Hammond Wheeler.

RHODE ISLAND

Providence News—John J. Sullivan.

TENNESSEE

Knoxville Journal—Carl Knoedler.
Knoxville News-Sentinel—Van Zardt Mays.
Memphis Commercial Appeal—W. H. Adler.
Memphis Press-Scimitar—Albert Capley.
Nashville Tennessean—Mrs. Tom Little.

TEXAS

Dallas News & Journal—John Rosenfield, Jr.
Dallas Times-Herald—Richard Owen Bayer.
Ft. Worth Press—Jack Gordon.
Ft. Worth Star-Telegram—Mabel Gouldy.
Houston Chronicle—Mrs. Charles L. Hairston.
Houston Post-Dispatch—Mildred L. Nelson.

UTAH

Salt Lake Telegram—Art Deck.
Salt Lake Tribune—W. M. Condon.

VIRGINIA

Norfolk Ledger Dispatch—Douglas Gordon.
Norfolk Virginian-Pilot—Joseph A. Leslie, Jr.
Richmond Times-Dispatch—Clarence Boykin.

WASHINGTON

Seattle Post Intelligencer—Everhardt Armstrong.
Seattle Star—H. B. Mills.
Seattle Times—Richard Hays.
Spokane Press—R. E. Emahiser.
Tacoma Ledger—L. L. Clemens.
Tacoma News Tribune—J. H. Green.
Tacoma Times—James T. Crowe.

WISCONSIN

Milwaukee Journal—Richard S. Davis.
Milwaukee Wisconsin News—Peggy Patton.

CANADA

ALBERTA

Calgary Albertan—William Campbell.

BRITISH COLUMBIA

Vancouver Sun—G. H. Sallans.
Victoria Colonist—Miss J. E. M. Bruce.

MANITOBA

Winnipeg Free Press—Harold E. Spencer.
Winnipeg Tribune—R. H. Hooper.

NOVA SCOTIA

Halifax Chronicle & Star—George Scott-Hunter.

ONTARIO

Hamilton Herald—W. Reinke.
Hamilton Spectator—Miss E. J. Reynolds.
London Advertiser—Ed. Penny.
Ottawa Citizen—E. W. Harrold.
Ottawa Journal—R. B. Farrell.
Ottawa Le Droit—E. Boucher.
Toronto Mail & Empire—Guy Morton.
Toronto Star—Augustus Bridle.
Toronto Telegram—Newton Kendall.
Windsor Border Cities Star—R. M. Harrison.

QUEBEC

Montreal Standard—Wilton W. Spencer.
Montreal Star—S. Morgan-Powell.
Quebec L'Evenement—B. Lafleur.

MUSIC CRITICS OF LEADING DAILIES

CALIFORNIA

Los Angeles Herald—Carl Bronson.
Los Angeles Times—Isabel Morse Jones.
Oakland Tribune—R. H. Danforth.
San Francisco Chronicle—Al. Fried.
San Francisco News—Curran D. Swint.

COLORADO

Denver Post—Edward Stringham.
Denver Rocky Mountain News—Jack Foster.

CONNECTICUT

Hartford Times—Ralph Lowry.
New Haven Journal-Courier—T. M. Prentice.
Waterbury American—Mrs. Oscar Noble.
Waterbury Democrat—Miss Margaret Maloney.

DELAWARE

Wilmington News—J. U. Hill.

DISTRICT OF COLUMBIA

Washington News—Miss Ruth Howell.
Washington Post—Elizabeth E. Poe.
Washington Star—Helen Fetter.

FLORIDA

Tampa Times—Harry C. Slichter.

GEORGIA

Atlanta Constitution—Ralph Jones.
Atlanta Georgian & Sunday American—Ruth Hinman Carter.
Atlanta Journal—Mrs. Mabel S. Wall.

ILLINOIS

Chicago American—Herman DeVries.
Chicago Herald & Examiner—Glenn Dillard Gunn.
Chicago Journal—Eugene Stinson.
Chicago News—Maurice Rosenfeld.

INDIANA

Ft. Wayne Journal-Gazette—Bessie K. Roberts.
Indianapolis News—Walter Whitworth.
Indianapolis Star—Corbin Patrick.
Indianapolis Times—Walter D. Hickman.

IOWA

Des Moines Register & Tribune-Capital—C. Burrell Steer.

KENTUCKY

Louisville Herald-Post—E. A. Jonas.

LOUISIANA

New Orleans Item Tribune—Ottilie Lambert.
New Orleans Times-Picayune—R. B. Mayfield.

MAINE

Portland Express, Press Herald & Sunday Telegram—Anna Carey Boch.
Portland News—Emma Moseley.

MARYLAND

Baltimore Post—Louis Azrael.

MASSACHUSETTS

Boston Post—Warren Story Smith.
Boston Transcript—H. T. Parker.
Lowell Courier-Citizen—Sidney R. Fleet.
Lynn Item—Alice C. Melville.
Lynn Telegram-News—Osman W. Brown.
New Bedford Standard—Minna Littmann.
Worcester Post—George T. Richardson.
Worcester Telegram-Gazette—Miss Zelma Friedman, Miss Christine Earls.

MICHIGAN

Detroit Free Press—Charlotte Tarsney.
Detroit News—Russell McLauchlin.
Detroit Times—Ralph Holmes.
Flint Journal—W. Thorn.
Grand Rapids Herald—Marguerite Kearns.
Grand Rapids Press—Mary E. Remington.

MINNESOTA

Duluth Herald—Mrs. Charles S. Mitchell.
Minneapolis Star—John K. Sherman.

MISSOURI

Kansas City Journal-Post—Luigi Vaiani.
Kansas City Star—John Selby.
St. Louis Globe-Democrat—Harry Burke.
St. Louis Times—Oscar Condon.

NEBRASKA

Omaha World-Herald—August M. Borglum.

NEW JERSEY

Newark News—Walter Flannegan.

NEW YORK

Albany Knickerbocker Press & News—William H. Haskell.
Brooklyn Citizen—H. E. Tower.
Brooklyn Eagle—Edward Cushing.
Brooklyn Standard Union—Felix Deyo.
Buffalo Courier Express—Mary B. Swan.
Buffalo News—Edward Diviney.
Buffalo Times—Margaret Wilkinson.
New York Graphic—James J. Geller.
New York Herald Tribune—Lawrence Gilman.
New York Post—Oscar Thompson.
New York Sun—Walter J. Henderson.
New York Telegram—Pitts Sanborn.
New York Times—Olin Downes.
New York Evening World—Richard L. Stokes, Noel Straus.
New York World—Samuel Chotzinoff.
Rochester Democrat & Chronicle—Stewart B. Sabin.
Rochester Journal—William Costello.
Rochester Times-Union—A. J. Warner.
Syracuse Herald—Prof. George W. Smith.
Syracuse Journal & American—Louis Crabtree.
Syracuse Post-Standard—William H. Tuckley.
Utica Observer-Dispatch—Alberta Dickinson.
Utica Press—Edna R. Coe.

OHIO

Akron Beacon Journal—Ethel B. Myers.
Akron Times-Press—Evan Williams, Jr.
Canton News—Helen Lelansky.
Cincinnati Enquirer—George Leighton.
Cincinnati Post—Lillian Tyler Plogstedt.
Cincinnati Times-Star—Mrs. Nina Pugh Smith.
Cleveland News—Archie Bell.
Cleveland Plain Dealer—James H. Rogers.
Cleveland Press—Arthur Shepherd.
Columbus Citizen—Miss Marion Tibbets.
Columbus Dispatch—H. E. Cherrington.
Dayton News—Penelope Perrill.
Toledo Blade—V. K. Richards.
Toledo News-Bee—Mrs. Edmund Northrup.
Toledo Times—Flora W. Hineline.
Youngstown Telegram—Miss Margaret Walters.
Youngstown Vindicator—LaRue Boals.

OKLAHOMA

Oklahoma News—Noel Ruston.
Oklahoma City Oklahoman-Times—C. B. Macklin.
Tulsa Tribune—Dorothea la Cour Olsen.

OREGON

Portland News—Dr. Emil Enna.
Portland Oregon Journal—J. L. Wallin.
Portland Oregonian—David Piper.

PENNSYLVANIA

Philadelphia News—Philip Klein.
Philadelphia Public Ledger—Samuel L. Laciar.
Philadelphia Record—H. T. Craven.
Pittsburgh Post-Gazette—Harvey Gaul.
Pittsburgh Press—Wm. R. Mitchel.
Reading Eagle—B. A. Fryer.
Scranton Sun—Ellen B. Fulton.

RHODE ISLAND

Providence News—John J. Sullivan.

TENNESSEE

Knoxville Journal—Mrs. Dewey Owens.
Knoxville News-Sentinel—Mrs. L. H. Hubbell.
Memphis Press-Scimitar—Albert Capley.
Nashville Tennessean—Alvins Wiggers.

TEXAS

Dallas News & Journal—John Rosenfield, Jr.
Dallas Times-Herald—Mrs. Kathryn M. Jefferson.
Fort Worth Press—Edith Alderman.
Fort Worth Star-Telegram—Clyde Whitlock.
Houston Chronicle—Miss Ina Gillespie.
Houston Post-Dispatch—Mildred L. Nelson.

UTAH

Salt Lake Telegram—Robert C. Elliott.
Salt Lake Tribune—W. M. Condon.

VIRGINIA

Norfolk Ledger Dispatch—Douglas Gordon.
Norfolk Virginian-Pilot—Charles H. Hoofnagle.
Richmond Times-Dispatch—Clarence Boykins.

WASHINGTON

Seattle Star—H. B. Mills.
Seattle Times—Richard Hays.
Spokane Press—Anthony R. Plastino.
Tacoma Ledger—L. L. Clemens.
Tacoma News Tribune—(N. T.) Page R. Hosmer.
Tacoma Times—Ethel B. Weddell.

WISCONSIN

Milwaukee Journal—Richard S. Davis.
Milwaukee Wisconsin News—Emma Kelly.

CANADA

BRITISH COLUMBIA

Vancouver Star—Eva Jordan.
Vancouver Sun—Miss M. Bloomfield.
Victoria Colonist—Miss E. M. Bruce.

MANITOBA

Winnipeg Free Press—Miss Ruth Walker.
Winnipeg Tribune—A. A. Aldrick.

NOVA SCOTIA

Halifax Chronicle & Star—George Scott-Hunter.

ONTARIO

Hamilton Herald—J. W. Fremlett.
Hamilton Spectator—Miss E. J. Reynolds.
Ottawa Citizen—T. J. Palmer.
Ottawa Journal—Dr. H. Sanders.
Ottawa Le Droit—E. Boucher.
Toronto Mail & Empire—J. Sheard.
Toronto Star—Augustus Bridle.
Toronto Telegram—Edward Wodson.
Windsor Border Cities Star—B. Lowe.

QUEBEC

Montreal Standard—J. B. Black.
Montreal Star—H. P. Bell.
Quebec L'Evenement—M. Bernier.

MOTION PICTURE CRITICS OF LEADING DAILIES

CALIFORNIA

Los Angeles Herald—Harrison Carroll.
Los Angeles Illustrated News—Elanor Barnes.
Los Angeles Times—Edwin Schallert.
Oakland Tribune—Wood Soanes.
San Francisco Chronicle—Miss Katherine Hill.
San Francisco News—Curran D. Swint.

COLORADO

Denver Post—Betty Craig.
Denver Rocky Mountain News—Kasper Monahan.

CONNECTICUT

New Haven Journal-Courier—A. J. Sloane.
Waterbury American—Ray Fanning.

DELAWARE

Wilmington Journal—J. B. Danby.

DISTRICT OF COLUMBIA

Washington News—Miss Mabel Jennings.
Washington Post—Nelson Bell.
Washington Star—C. E. Nelson.
Washington Times—Andrew Kelley.

FLORIDA

Miami Herald—Edgar L. Hay.
Tampa Times—Mary Yearger Raymond.
Tampa Tribune—Howard W. Hartley.

GEORGIA

Atlanta Constitution—Elmo Hamby.
Atlanta Georgian & Sunday American—James B. Nevin, Jr.
Atlanta Journal—Ernest Rogers.

ILLINOIS

Chicago American—Frederick McQuigg.
Chicago Herald & Examiner—Carol Frink.
Chicago Journal—Doris Arden.
Chicago News—Clark Rodenbach.

INDIANA

Ft. Wayne Journal-Gazette—Bob Baral.
Indianapolis News—Walter Whitworth.
Indianapolis Star—Vilas J. Boyle.
Indianapolis Times—Walter D. Hickman.
South Bend News-Times—Miss Carolyn Jacks.

IOWA

Des Moines Register & Tribune-Capital—Leah Durand Jones.

KENTUCKY

Louisville Courier-Journal—Boyd Martin.
Louisville Herald-Post—George R. Newman.
Louisville Times—Marion Green.

LOUISIANA

New Orleans Item Tribune—M. W. Washburn.
New Orleans Times-Picayune—K. T. Knoblock.

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

MAINE
Portland News—Dorothy Whipple.

MARYLAND
Baltimore Post—Louis Azrael, George Browning.

MASSACHUSETTS
Boston Post—Prunella Hall.
Boston Transcript—Edwin F. Melvin.
Lynn Item—H. D. Valpey.
Lynn Telegram-News—J. Randolph Quick.
New Bedford Standard—Mira Dana.
Worcester Post—Joseph Gauthier.
Worcester Telegram-Gazette—George Foxhall, Francis P. Murphy.

MICHIGAN
Detroit Free Press—Ella H. McCormick.
Detroit News—Harold Heffernan.
Detroit Times—Charles J. Richardson.
Flint Journal—Earl Davison.
Grand Rapids Herald—Wm. B. McClaren.
Grand Rapids Press—Mary E. Remington.

MINNESOTA
Duluth Herald—James T. Watts.
Duluth News Tribune—Prevost Coulter.
St. Paul News—Alton Cook.

MISSOURI
Kansas City Journal-Post—Goodman Ace.
Kansas City Star—Landon Laird.
St. Louis Globe-Democrat—Anita Mueller.
St. Louis Times—Harry Niemeyer.

NEBRASKA
Omaha World-Herald—Leona Pollack.

NEW JERSEY
Jersey City Jersey Journal—Arthur D. Mackie.
Newark News—Chas. Haufler.

NEW YORK
Albany News—William H. Haskell.
Brooklyn Citizen—Edgar Price.
Brooklyn Eagle—Martin Dickstein.
Brooklyn Standard-Union—Richard Mason.
Buffalo Courier Express—W. E. J. Martin.
Buffalo News—Wallace D. Soderholm.
Buffalo Times—Nelson Wilkinson.
New York Graphic—Julia Shawell.
New York Herald Tribune—Richard Watts, Jr.
New York News—Irene Thirer.
New York Sun—John S. Cohen, Jr.
New York Telegram—Katherine Zimmerman.
New York Times—F. W. Mordaunt Hall.
New York Evening World—George Gerhard.
New York World—Quinn Martin.
Rochester Democrat & Chronicle—George L. David.
Rochester Journal—William Costello.
Rochester Times-Union—Amy Croughton.
Syracuse Herald—Chester B. Bahn.
Syracuse Journal & American—Franklin H. Chase.
Syracuse Post-Standard—Margaret Lancer.
Utica Observer-Dispatch—John D. Davis.
Utica Press—H. A. Fox.

OHIO
Akron Beacon Journal—Ed Gloss.
Akron Times-Press—Evan Williams, Jr.
Canton News—Dennis R. Smith.
Canton Repository—Ted. A. Witter.
Cincinnati Enquirer—Carl Adams.
Cincinnati Post—Frank Aston.
Cincinnati Times-Star—William Stiegler.
Cleveland News—Ed. Jacobs.
Cleveland Plain Dealer—W. W. Marsh.
Cleveland Press—George Davis.
Columbus Citizen—John McNulty.
Columbus Dispatch—H. E. Cherrington.
Dayton News—James Muir.
Toledo Blade—V. K. Richards.
Toledo News-Bee—Edmund Northrup.
Toledo Times—M. W. Woodbury.
Youngstown Telegram—Charles A. Leedy.
Youngstown Vindicator—W. L. Rook.

OKLAHOMA
Oklahoma News—Noel Ruston.
Oklahoman-Times—J. H. Capers.

OREGON
Portland News—Myrtle Couche.
Portland Oregon Journal—H. E. Hunt.
Portland Oregonian—Stanley Orne.

PENNSYLVANIA
Philadelphia News—J. H. Keen.
Philadelphia Public Ledger—H. T. Murdock, E. M. Knight.
Pittsburgh Post-Gazette—Wm. Bahmer.
Pittsburgh Press—F. B. Crist.

RHODE ISLAND
Providence News—John J. Sullivan.

TENNESSEE
Knoxvile Journal—Carl Knoedler.
Knoxville News-Sentinel—Van Zardt Mays.
Memphis Commercial Appeal—Frank Ahlgren.
Memphis Press-Scimitar—Albert Capley.
Nashville Tennessean—Tom Little.

TEXAS
Dallas News & Journal—John Rosenfield, Jr.
Dallas Times-Herald—Richard Owen Bayer.
Ft. Worth Press—Jack Gordon.
Ft. Worth Star-Telegram—Mable Gouldy.
Houston Chronicle—Mrs. Charles L. Hairston.
Houston Post-Dispatch—Mildred L. Nelson.

UTAH
Salt Lake Telegram—Art Deck.
Salt Lake Tribune—W. M. Condon.

VIRGINIA
Norfolk Virginian-Pilot—Charles H. Hoofnagle.
Richmond Times-Dispatch—Clarence Boykin.

WASHINGTON
Seattle Star—H. B. Mills.
Seattle Times—Glenn A. Scholine.
Spokane Press—R. E. Emahiser.
Tacoma Ledger—L. L. Clemens.
Tacoma News Tribune—J. H. Green.
Tacoma Times—James T. Crowe.

WISCONSIN
Milwaukee Journal—Miss Marcelia Neff.
Milwaukee Wisconsin News—Peggy Patton.

CANADA

BRITISH COLUMBIA
Vancouver Sun—F. Hopwood.

MANITOBA
Winnipeg Free Press—Harold E. Spencer.
Winnipeg Tribune—N. B. Zimmerman.

NOVA SCOTIA
Halifax Chronicle & Star—George Scott-Hunter.

ONTARIO
Hamilton Herald—W. Reinke.
Hamilton Spectator—Miss E. J. Reynolds.
Ottawa Citizen—L. Avery.
Ottawa Journal—W. L. McLaughlin.
Toronto Mail & Empire—Edith Adams.
Toronto Star—Augustus Bridle.
Windsor Border Cities Star—R. M. Harrison.

QUEBEC
Montreal Standard—Wilton W. Spencer.
Montreal Star—S. Morgan-Powell.
Quebec L'Evenement—B. Lafleur.

LITERARY AND BOOK CRITICS OF LEADING DAILIES

CALIFORNIA
Los Angeles Times—Thomas L. Ford.
Oakland Tribune—A. B. Schuster.
San Francisco Chronicle—Harold Small.
San Francisco News—Lionel Houser.

COLORADO
Denver Post—Caroline Bancroft.
Denver Rocky Mountain News—Jack Foster.

CONNECTICUT
Hartford Times—Frederick G. Nelson.
New Haven Journal-Courier—Mrs. Amos P. Wilder.
Waterbury American—Mrs. Oscar Noble.
Waterbury Democrat—Miss Margaret Maloney.

DELAWARE
Wilmington News—W. Clyde Young.

DISTRICT OF COLUMBIA
Washington Post—E. E. Poe.
Washington Star—Mrs. Ida G. Myers.
Washington Times—J. Irving Belt.

FLORIDA
Miami Herald—Grace Norman Tuttle.
Tampa Times—Gale and Harry C. Slichter.

GEORGIA
Atlanta Constitution—Alice Wilson.
Atlanta Georgian & Sunday American—Tarleton Collier.
Atlanta Journal—Medora Field Perkerson.

ILLINOIS
Chicago News—Howard V. O'Brien.

INDIANA
Ft. Wayne Journal-Gazette—M. M. Ellingham.
Indianapolis News—Walter Whitworth.
Indianapolis Star—Anna Nicholas.
Indianapolis Times—Walter D. Hickman.
South Bend News-Times—Mrs. Dorothy J. Kenold.

IOWA
Des Moines Register & Tribune-Capital—Helen Cowles LeCron.

KENTUCKY
Louisville Courier-Journal—Rosamond Milner.
Louisville Herald-Post—E. A. Jonas.
Louisville Times—Marion Green.

LOUISIANA
New Orleans Item Tribune—Fred Coburn.
New Orleans Times-Picayune—John McClure.

MAINE
Portland Express Press Herald & Sunday Telegram—Arthur C. Bartlett.
Portland News—E. Gruening.

MARYLAND
Baltimore Post—Louis Azrael.

MASSACHUSETTS
Boston Post—C. E. L. Wingate.
Boston Transcript—E. F. Edgett.
Lowell Courier-Citizen—Kent Knowlton.
New Bedford Standard—George A. Hough.
New Bedford Times—Harry H. Clark.
Worcester Telegram-Gazette—Mrs. Annie Russell Marble.

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Detroit Free Press—Mary Humphrey.
Detroit News—Clyde B. Beck.
Detroit Times—M. T. Erdlitz.
Flint Journal—H. Deim.
Grand Rapids Herald—Marguerite Kearns.
Grand Rapids Press—H. B. Stitt.

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Duluth Herald—Stillman H. Bingham.
St. Paul News—Wm. Marzolf.

MISSOURI
Kansas City Journal-Post—Tom Collins.
Kansas City Star—Louis Mecker.
St. Louis Globe Democrat—Robertus Love.
St. Louis Times—Gerry Fitzgerald.

NEBRASKA
Omaha World-Herald—George Grimes.

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Hoboken Jersey Observer—Einar Kaye.
Newark News—Max Herzberg.
Trenton State Gazette and Times—John J. Cleary.

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New York Sun—Henry Hazlitt.
New York Telegram—Mary Rennels.
New York Times—J. Donald Adams.
New York Evening World—Ruth Snyder.
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Rochester Democrat & Chronicle—Norman S. Easterbrook.
Rochester Journal—W. G. Broadbooks.
Rochester Times-Union—A. J. Sigl.
Syracuse Herald—Egbert S. Turner.
Syracuse Post-Standard—John Alseaver.
Utica Observer-Dispatch—W. W. Canfield.
Utica Press—Miss Anna E. Jones.

OHIO
Akron Beacon Journal—Herman Fetzer.
Akron Times-Press—H. W. August.
Canton News—Ellen Baker.
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Cincinnati Post—Frank Aston.
Cincinnati Times-Star—Joseph Sagmaster.
Cleveland News—T. A. Robertson.
Cleveland Plain Dealer—E. M. Robinson.
Cleveland Press—Elrick B. Davis.
Columbus Citizen—Miss Pauline Smith.
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Dayton News—Penelope Perrill.
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Toledo Times—Ruth Peiter.
Youngstown Telegram—Fred McCluer.
Youngstown Vindicator—William F. Maag, Jr.

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Oklahoma News—Van R. Wiggins.
Oklahoman-Times—May Frank.
Tulsa Tribune—Amy Comstock, Frances Prentice.

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Portland Oregon Journal—Eleanor MacMillan.
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Nashville Tennessean—Donald Davidson.

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Dallas News & Journal—John H. McGinnis.
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Ft. Worth Press—Claude L. Douglas.
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Houston Chronicle—Mrs. Paul L. Wakefield.

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Salt Lake Telegram—Robt. C. Elliott.
Salt Lake Tribune—Eva H. Hollis.

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Chicago News—Cloyce C. Hamilton.

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Detroit Times—Lawrence G. King.
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Grand Rapids Herald—John M. Kelly.
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Duluth News Tribune—Ed Coe.

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St. Louis Post-Dispatch—R. H. Hall.
St. Louis Times—Frank Sullivan.

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Akron Times-Press—Ed Heinke.
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Cincinnati Times-Star—Fred Burns.
Cleveland News—L. Ross.
Cleveland Plain Dealer—J. D. Hartshorne.
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Youngstown Telegram—Esther Hamilton.
Youngstown Vindicator—F. C. Adams.

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Oklahoma City Oklahoman-Times—Arthur Davenport.

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Portland News—Harry Steinfeld.
Portland Oregonian—Donald D. McLeod.

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Philadelphia News—Horace Reed.
Pittsburgh Post-Gazette—J. R. Hainer.
Pittsburgh Press—W. R. Yahner.
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Knoxville Journal—W. W. Ayres.
Knoxville News-Sentinel—John T. Moutoux.
Memphis Press-Scimitar—Ada Gilkey.
Nashville Tennessean—W. S. Howland.

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Dallas Times-Herald—James Lovell.
Ft. Worth Press—Jack Gordon.
Ft. Worth Star-Telegram—Mabel Gouldy.
Houston Chronicle—Fred S. Willbur.
Houston Post-Dispatch—Pat McNeely.

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Norfolk Virginian-Pilot—R. K. T. Larson.
Richmond Times-Dispatch—W. B. Leverty.

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Seattle Post-Intelligencer—Paul Lovering.
Seattle Star—Malcolm Groff.
Seattle Times—Robert W. Kelsey.
Spokane Press—H. Weaver.
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Tacoma Times—Herbert Kretschman.

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San Francisco News—Agnes Fenwick.

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Waterbury Republican and American—Marie Hart.
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Wilmington News—Mrs. Grant Code.

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Tampa Times—Miss Grace Crum.
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Atlanta Journal—Mrs. Edward King Van Winkle.

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Chicago Journal—Mrs. Marian Heath Freeman.
Chicago News—Society Editor, Jessie O. Donahue; Woman's Editor, Margaret M. Crolius.

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Ft. Wayne Journal-Gazette—Bessie K. Roberts.
Indianapolis News—Florence Webster Long.
Indianapolis Star—Katherine Pickett.
Indianapolis Times—Miss Josephine Doran.
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New Orleans Item Tribune—A. B. Gihon.
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Lynn Item—Alice C. Melville.
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Worcester Post—Anna L. Hurley.
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Kansas City Star—Nell Snead.
St. Louis Globe-Democrat—Mrs. Emile Alcock.
St. Louis Times—Mrs. Louise G. Smith, Woman's Page Editor, Miss Ruth Thomas, Society Editor.

NEBRASKA

Omaha World-Herald—Miss Daphne Peters, Miss Elizabeth Kern.

NEW JERSEY

Newark News—Mrs. E. A. W. Teall.
Trenton State Gazette—Dorothy Rehrig.
Trenton Times—Florence M. Foreman.

NEW YORK

Albany News—Rhoda Hathaway.
Albany Knickerbocker Press—Janet Scott.
Brooklyn Citizen—Miss D. Miller, H. E. Tower.
Brooklyn Eagle—Nella Brown.
Brooklyn Standard Union—Eileen Dixon.
Buffalo Courier Express—Mary B. Swan, Society; Anne Harlow, Woman's Page.
Buffalo News—Mrs. Marion Curtiss.
Buffalo Times—Mrs. Van Arsdale Noble, Margaret Wilkinson.
New York Herald Tribune—Ruth Stuyvesant.
New York News—Nancy Randolph (Inez Callaway).
New York Post—Madeleine Riordan.
New York Sun—Cecil J. Allen, Eleanor Stanton.
New York Telegram—Paul Stewart, Society; Florence Smith Vincent, Woman's Page.
New York Times—Frank L. Baker, Society Ed.
New York World—Mrs. Josephine R. Ober.
Rochester Democrat & Chronicle—Mrs. J. S. Yeaw.
Rochester Journal—Ruth Chamberlin.
Rochester Times-Union—Ruth Present.
Syracuse Herald—Olive A. O'Hara.
Syracuse Journal & American—A. W. Morrison.
Syracuse Post-Standard—Mary M. Zoretski.
Utica Observer-Dispatch—Alberta Dickinson.
Utica Press—Edna R. Coe.

OHIO

Akron Beacon Journal—Ethel B. Myers.
Akron Times-Press—Esther Noonan Moore.
Canton News—Ruth Albert.
Canton Repository—Beulah Canterbury.
Cincinnati Enquirer—Marion Devereaux.
Cincinnati Post—Ruth Neely.
Cincinnati Times-Star—Miss George Elliston.
Cleveland News—Virginia Beach, Alice Kuehn.
Cleveland Plain Dealer—Harlowe Hoyt, V. B. Gray.
Cleveland Press—Mrs. Etta Wilson, Juanita Clark.
Columbus Citizen—Miss Mary Joos.
Columbus Dispatch—Ellen Connors, Jean James.
Dayton News—Elizabeth Lyman.
Toledo Blade—Marguerette Stalker.
Toledo News-Bee—Helen Foote Graham.
Toledo Times—Katherine Bissell.
Youngstown Telegram—Mrs. Anne T. McGewan.
Youngstown Vindicator—Nell Brown.

OKLAHOMA

Oklahoma News—Irene Bowers Sells.
Oklahoman-Times—Dorothy West.
Tulsa Tribune—Ella M. Wyatt.

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Portland News—Ruth Adamson.
Portland Oregon Journal—Mildred Weeks, Ruth Hopkins.
Portland Oregonian—Gladys Bowen.

PENNSYLVANIA

Philadelphia News—Mabel Love.
Philadelphia Public Ledger—Sidney Lear.
Philadelphia Record—Miss Mary Morgan.
Pittsburgh Post-Gazette—Miss Margaret Sherman.
Pittsburgh Press—Grace Shellenberger.
Reading Eagle—Miriam Gruber.
Scranton Sun—Mardge Addams.
Scranton Times—Miss Leona Fay.

RHODE ISLAND

Providence News—Jacquelin Sullivan.

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Knoxville Journal—Society Ed., Patty Boyd; Woman's Page Ed., Pauline Smith.
Knoxville News-Sentinel—Mrs. L. H. Hubbell.
Memphis Commercial Appeal—Louise Nolan.
Memphis Press-Scimitar—Pearl Ray Cox.
Nashville Tennessean—Madge Hall.

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Dallas Journal—B. M. Trible.
Dallas News—Mary Toomey.
Dallas Times-Herald—Allena Duff.
Fort Worth Press—Edith E. Alderman.
Fort Worth Star-Telegram—Mary Sears, Bernice Foy.
Houston Chronicle—Mrs. Belle M. Costello.
Houston Post-Dispatch—Miss Louise Welch, Mrs. O. H. Baubien.

UTAH

Salt Lake Telegram—Robt. C. Elliott.
Salt Lake Tribune—Mrs. W. M. McCrea.

VIRGINIA

Norfolk Ledger Dispatch—Mrs. Stella Upshur.
Norfolk Virginian-Pilot—Society Editor, Miss Bessy Chamberlaine, Woman's Page Editor, C. W. Brockett.
Richmond Times-Dispatch—Virginia Lee Cox.

WASHINGTON

Seattle Post Intelligencer—Society Ed., Helene Cole, Woman's Page Editor, Ethel Gies.
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Seattle Times—Rebecca Stevenson.
Spokane Press—Miss Dorothy Kromer.
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Tacoma News Tribune—Mary S. Thomson.
Tacoma Times—Gene Armstrong.

WISCONSIN

Milwaukee Journal—Miss Jessica Knowles, Society Editor; Aileen Ryan, Woman's Page Editor.
Milwaukee Wisconsin News—Nash McRae.

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Vancouver Star—Mrs. B. E. Green.
Vancouver Sun—Miss C. McReevy.
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Winnipeg Free Press—Miss Madeleine S. McKinley.
Winnipeg Tribune—Miss Emily Boswell.

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Ottawa Journal—Miss L. Johnstone.
Ottawa Le Droit—Miss A. Campeau.
Toronto Mail & Empire—Anne Merrill.
Toronto Star—Miss Helen McMillan.
Toronto Telegram—Lucy Doyle.
Windsor Border Cities Star—W. H. Allen.

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Montreal Standard—Miss Heather Cassils.
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Los Angeles Times—Harold Finley.

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Atlanta Journal—Edwin Camp.

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New Orleans Times-Picayune—Charles Brewer.

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Grand Rapids Herald—Alta L. Littell.
Grand Rapids Press—D. L. Runnells.

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Trenton Gazette & Times—John G. Preston.

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New York World—Harry E. Lewis, E. I. Farrington.
Syracuse Herald—Roy E. Fairman.
Syracuse Post-Standard—Robt. L. Voorhees.

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Akron Beacon Journal—Lysle Croy.
Canton News—Wilbur Snypp.
Cleveland News—H. J. Weidenthal.
Columbus Dispatch—Frank Todd.
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PENNSYLVANIA

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Philadelphia Record—J. W. Johnston.
Pittsburgh Press—Earl G. Waugh.

TENNESSEE

Knoxville Journal—V. E. Sims.
Memphis Commercial Appeal—J. R. Treverton.
Memphis Press-Scimitar—R. B. Young.
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TEXAS

Dallas News & Journal—Victor H. Schoffelmayer.
Fort Worth Star-Telegram—Upshur Vincent.
Houston Post-Dispatch—A. F. Sanders.

UTAH

Salt Lake Tribune—N. L. Wilson.

VIRGINIA

Richmond Times-Dispatch—Lillian Franklin.

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Spokane Press—Harvey Weaver.
Tacoma Ledger—Fred. Moll.

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Milwaukee Journal—Walter Wyrick.

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BRITISH COLUMBIA

Vancouver Sun—W. A. Tutte.
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Winnipeg Free Press—Miss E. Cora Hind.

NOVA SCOTIA

Halifax Chronicle & Star—W. D. MacNeill.

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Hamilton Herald—Hugh Gilbert.
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New Haven Journal-Courier—Amos P. Wilder.
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Buffalo News—Hilton Hornaday.
New York Herald Tribune—Lettie Gay.
New York Telegram—Ralph Hendershot.
Rochester Democrat & Chronicle—Gardner B. Ellis.
Rochester Journal—Bruce Mann.
Rochester Times-Union—A. J. Sigl.
Syracuse Herald—George Heindorf.
Syracuse Post-Standard—Wm. H. Tuckley.
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Canton News—Wilbur Snypp.
Cincinnati Enquirer—E. L. Hawes.
Cincinnati Post—Walter Radtke.
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Portland Oregonian—John M. Lownsdale.

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Philadelphia News—Jas. Lambert.
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Pittsburgh Press—Earl G. Waugh.
Scranton Times—T. J. Brislin.

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Knoxville Journal—Paul Havely.
Memphis Press-Scimitar—C. H. Burr.
Nashville Tennessean—Compton Crook.

TEXAS
Dallas Times-Herald—J. A. Webb.
Ft. Worth Press—Robert Coble.
Ft. Worth Star-Telegram—Upshur Vincent.
Houston Chronicle—L. C. Talmage.
Houston Post-Dispatch—F. A. Shepard.

UTAH
Salt Lake Telegram—Lee Williams.
Salt Lake Tribune—Arthur G. Robinson.

VIRGINIA
Norfolk Ledger Dispatch—E. G. Maxwell.
Richmond Times-Dispatch—L. M. Cottrell.

WASHINGTON
Seattle Star—Leland Hannum.
Seattle Times—Fred Duerr.
Spokane Press—John O'Shaughnessy.
Tacoma News Tribune—W. R. Stotler.

WISCONSIN
Milwaukee Journal—C. O. Skinrood.

CANADA

BRITISH COLUMBIA
Vancouver Star—Thomas Putman.
Vancouver Sun—A. G. Smith.
Victoria Colonist—T. Harry Wilson.

MANITOBA
Winnipeg Free Press—James M. Cansh.
Winnipeg Tribune—Richard Scott.

NOVA SCOTIA
Halifax Chronicle & Star—J. L. Hickey.

ONTARIO
Hamilton Herald—Jno Bailey.
London Advertiser—James Miller.
Ottawa Citizen—T. J. Palmer.
Ottawa Journal—O. W. Likerty.
Ottawa Le Droit—L. Richer.
Toronto Star—Thomas Banton.
Windsor Border Cities Star—R. M. Brown.

QUEBEC
Quebec L'Evenement—A. Leferrieve.

RELIGIOUS EDITORS OF LEADING DAILIES

CALIFORNIA
Los Angeles Times—James Warnack.
Oakland Tribune—Louis Allen.
San Francisco Chronicle—James Clement Reid, Ph.D.—D. D.

COLORADO
Denver Post—Dorothy Battle.

CONNECTICUT
Waterbury American—Mrs. Oscar Noble.

DELAWARE
Wilmington Journal—W. E. Hayes.
Wilmington News—H. T. Price.

DISTRICT OF COLUMBIA
Washington News—M. D. Meyerson.
Washington Star—C. A. Linthicum.

FLORIDA
Miami Herald—William Stuart Hill.

GEORGIA
Atlanta Constitution—Dr. W. P. King.
Atlanta Georgian & Sunday American—W. J. DeBardeleben.
Atlanta Journal—Dr. Marion McH. Hull.

ILLINOIS
Chicago American.
Chicago Herald & Examiner—Rev. W. H. Carwardine.
Chicago Journal—J. R. Mantey.
Chicago News.

INDIANA
Ft. Wayne Journal-Gazette—Helen May Irwin.

IOWA
Des Moines Register & Tribune-Capital—Agnes Arney.

KENTUCKY
Louisville Courier-Journal—J. H. Hart.
Louisville Herald-Post—Miss Miriam Gaines.
Louisville Times—J. H. Hart.

LOUISIANA
New Orleans Item Tribune—T. R. Liuzza.

MAINE
Portland Express, Press Herald & Sunday Telegram—Perdita Huston.
Portland News—Mina Caswell.

MARYLAND
Baltimore Post—Edward J. Heath.

MASSACHUSETTS
Boston Transcript—H. H. Fletcher.
Lynn Telegram-News—Joseph E. Cullen.
New Bedford Standard—George A. Hough, Jr.
New Bedford Times—Selma Alexander.
Worcester Post—J. W. Dewing.

MICHIGAN
Detroit Free Press—Robt. I. Clifton.
Detroit News—Henry G. Hoch.
Detroit Times—Al Munroe.
Grand Rapids Herald—Floyd Corliss.
Grand Rapids Press—Charles Angell.

MINNESOTA
Duluth Herald—James A. Stuart.

MISSOURI
Kansas City Star—C. V. Stansell.
St. Louis Globe Democrat—Mrs. Q. K. Underwood.
St. Louis Times—Lee Christopher.

NEW JERSEY
Newark News—Miss Grace McKinney.

NEW YORK
Brooklyn Citizen—Anthony Casey.
Brooklyn Eagle—William Hicks.
Buffalo News—W. C. Wandel.
New York Graphic—Dr. Ralph Welles Keeler.
New York Herald Tribune—R. S. Kain.
New York Post—Henry Beckett.
New York Sun—Katherine Trenholm.
New York Telegram—E. F. Skillman.
New York Times—Rachel K. McDowell.
New York Evening World—Mrs. Mary H. Spencer.
New York World—Mrs. Mary H. Spencer.
Rochester Journal—Esther Tobin.
Rochester Times-Union—Dr. John Hutchison.
Syracuse Herald—Kenneth Sparrow.
Syracuse Journal & American—Finetta Edwards.
Syracuse Post-Standard—Kendall D. V. Peck.

OHIO
Akron Beacon Journal—Ray Sutliff.
Akron Times-Press—Frank Demshaw.
Cincinnati Enquirer—Carol Brown.
Cincinnati Post—Joseph Dressman.
Cleveland News—D. Carl Yoder.
Cleveland Plain Dealer—Guy Clemmitt, Eugene McCarthy.
Cleveland Press—Marion Rubenstein.
Columbus Citizen—Miss Pauline Smith.
Dayton News—Bernard Losh.
Toledo Blade—Mrs. Ruth Cosgrove.
Toledo News-Bee—Mrs. Edmund Northrup.
Toledo Times—Ingrid Jewell.
Youngstown Telegram—Miss Kathryn Bliss.
Youngstown Vindicator—F. A. Douglas.

OKLAHOMA
Oklahoma News—Dorothy Gibson.

OREGON
Portland Oregon Journal—Ernest Peterson.
Portland Oregonian—Adelaide V. Lake.

PENNSYLVANIA
Philadelphia Public Ledger—Walter Hazlett.
Pittsburgh Press—Geo. M. Overholt.
Reading Eagle—B. A. Fryer.
Scranton Sun—Wm. Greavy.
Scranton Times—M. E. Sanders.

TENNESSEE
Knoxville Journal—Dean Newman.
Knoxville News-Sentinel—Jack H. Bryan.
Memphis Press-Scimitar—P. R. Coppock.
Nashville Tennessean—Mary Anne Turpin.

TEXAS
Dallas Times-Herald—Louis Cox.
Fort Worth Press—Mayme Oneal.
Fort Worth Star-Telegram—M. L. Richart.
Houston Chronicle—R. E. Connor.
Houston Post-Dispatch—H. L. Millis.

UTAH
Salt Lake Telegram—Clarence Williams.

VIRGINIA
Norfolk Virginian-Pilot—M. Carl Andrews.
Richmond Times-Dispatch—Virginia Vedder.

WASHINGTON
Seattle Post Intelligencer—Walter Rue.
Seattle Star—Rev. H. I. Chatterton.
Seattle Times—Robt. W. Kelsey.
Spokane Press—Roy Pierson.
Tacoma News Tribune—F. W. Lockerby.

WISCONSIN
Milwaukee Journal—Horace Powell.

CANADA

BRITISH COLUMBIA
Vancouver Star—Gordon Tanner.
Vancouver Sun—H. Moorhouse.
Victoria Colonist—Rev. Dr. J. K. Unsworth.

MANITOBA
Winnipeg Free Press—F. M. Marter.
Winnipeg Tribune—Edgar Whitehouse.

NOVA SCOTIA
Halifax Chronicle & Star—J. R. MacGregor.

ONTARIO
Hamilton Herald—Jno. Bailey.
Ottawa Citizen—Rev. Geo. Stafford.
Ottawa Journal—B. L. White.
Ottawa Le Droit—V. Barrette.
Toronto Mail & Empire—R. P. Stouffer.

QUEBEC
Montreal Standard—J. M. Black.

GRAVURE EDITORS OF LEADING DAILIES

CALIFORNIA
Los Angeles Times—Ralph Braddock.
San Francisco Chronicle—W. H. B. Fowler.

COLORADO
Denver Post—Ellen Todd.
Denver Rocky Mountain News—Frank Farley

CONNECTICUT
Waterbury American—George Malcolm-Smith.

DISTRICT OF COLUMBIA
Washington Post—Nelson Bell.
Washington Star—C. E. Nelson.

GEORGIA
Atlanta Constitution—Cecil Holleran.
Atlanta Journal—Angus Perkerson.

INDIANA
Indianapolis Star—Don McClure.
South Bend News-Times—Frank Ahearn.

IOWA
Des Moines Register & Tribune-Capital—Margaret Sherman.

KENTUCKY
Louisville Courier-Journal—Raymond Learner.
Louisville Herald-Post—George R. Newman.

LOUISIANA
New Orleans Times-Picayune—Y. P. Nicholson.

MASSACHUSETTS
New Bedford Standard—George A. Hough.

MICHIGAN
Detroit Free Press—Mary Humphrey.
Detroit News—D. J. Kennedy.

MINNESOTA
St. Paul News—Irving Richards.

MISSOURI
Jansas City Journal-Post—Tom Collins.
Kansas City Star—E. B. Garnett.
St. Louis Globe-Democrat—Walter H. Ames.

NEBRASKA
Omaha World-Herald—Guy S. Williams.

NEW YORK
Albany Knickerbocker Press—Walter P. Plummer.
Buffalo Courier Express—Merle James.
Buffalo Times—Sam Hippler.
New York Graphic—Ryan Walker.
New York Herald Tribune—R. C. McCabe.
New York News—William White.
New York Post—T. McVeigh.
New York Times—Charles M. Graves.
New York World—Richard W. Clarke.
Rochester Democrat & Chronicle—Gerald R. Maloney.
Rochester Journal—Thomas Regan.
Syracuse Herald—Chester B. Bahn.
Syracuse Post-Standard—Edgar F. Schilder.

OHIO
Cincinnati Enquirer—William Brilmayer.
Cleveland News—Hugh Kane.
Cleveland Plain Dealer—C. C. Caldwell.
Toledo Times—Ralph Snyder.
Youngstown Vindicator—A. D. Maag.

PENNSYLVANIA
Philadelphia Public Ledger—Maj. Frank L. Nelson.
Pittsburgh Press—Vin C. Sweeney.

TENNESSEE
Memphis Commercial Appeal—Sam L. Kahn.
Nashville Tennessean—Robt. Rowlett.

TEXAS
Houston Chronicle—M. S. McCorquodale.

VIRGINIA
Richmond Times-Dispatch—A. M. Spong.

WASHINGTON
Seattle Times—R. J. Harvison.

WISCONSIN
Milwaukee Journal—F. D. Moffett.

CANADA

QUEBEC
Montreal Standard—John M. Black.

YEAR'S IMPORTANT LEGAL ACTIONS IN FIELD OF DAILY NEWSPAPERS

Extracts from Opinions and Law Citations in Contempt, Libel and Business Office Matters—Guide Posts for Editors and Publishers

THE following summarized survey of important legal actions in the field of journalism and advertising during the year 1928 is presented by EDITOR & PUBLISHER through the courtesy of Thomas L. Sidlo, general counsel for the Scripps-Howard newspapers.

ADVERTISING

Right of Publisher to Refuse Copy Tendered by Advertiser Under Contract.

The following are extracts from the opinion of Justice J. B. M. Stephens, Supreme Court, Monroe County, Rochester, N. Y., dated Feb. 1, 1927, on a motion by Amalgamated Furniture Factories, Inc., gainst *Rochester Times-Union*, Inc., to enjoin the latter from refusing to carry out the terms of an advertising contract. The motion was denied and the injunction requested was not granted.

It has been assumed that there was a contract between the parties by the terms of which the plaintiff agreed to pay for space equivalent to 15,000 Agate lines in the defendant's newspaper, to be used between May 1, 1926, and May 1, 1927, said space to be used in advertising the plaintiff's business, and that the defendant agreed to publish the plaintiff's advertisements from time to time as the plaintiff should require.

Pursuant to this contract, the defendant published in six different issues between April 27, 1926, and November 10, 1926, both dates inclusive, six of plaintiff's advertisements occupying an aggregate space of 4,045 Agate lines, but has refused, although plaintiff demanded that it do so, to publish any further ones.

The defendant claims to be within its rights in its refusal to furnish the remaining contract space to the plaintiff on two grounds, (1) that the privilege of approval of the copy of the advertisements was expressly reserved to it in the contract, and (2) that the advertisements already published were untrue and deceptive and the copy for these it declined to publish, is of kindred character even if offensive in a lesser degree.

If the rate card were a part of the contract, the defendant cannot refuse to approve copy without a reasonable ground for doing so and even if it were not part of the contract, it has the right, in my opinion, to refuse to publish copy which contains misrepresentation or statement of fact which is untrue, deceptive or misleading.

Whether or not the rate card was made a part of the contract is not, as above indicated, the only consideration; irrespective of the rate card, the defendant was under no contract obligation to publish untrue statements in its advertising columns, it not only had the right, but it was charged with the duty to refuse to give publicity to statements known to be untrue; this is not because, as one of the affiants seems to imply in his affidavit on behalf of the defendant, that it would be a crime to publish such an advertisement; he quotes without labeling the source of the quotation, a brief phrase that occurs in Section 421 of the Penal law, relating to untrue and misleading advertisements; this statute does not brand the newspaper as the misdemeanant, but rather the advertiser; the former though cannot be compelled to cooperate knowingly in the commission of a crime however formally binding his contract obligation may appear to be, this is elemental in the law of contracts.

Effect of Publication of "Not Responsible" Advertisements.

What value can be attached to an advertisement phrased as follows?

"On and after this date, I will not be responsible for any debts contracted by anyone other than myself."

1st. Does it relieve the advertiser from any indebtedness contracted by another?

It does not relieve the advertiser from an indebtedness contracted before that time by another if that other person had been authorized to contract the indebtedness for the person seeking to be relieved. As to subsequent claims, no one can contract indebtedness for another unless he has been made agent for the other person.

2nd. When does the protection become effective?

The protection afforded by a published notice becomes effective when it is actually brought to the attention of the person who is furnishing the goods or services on the credit of the person sought to be charged.

3rd. Is there any requirement as to number of insertions?

There is no statutory law in Ohio on this subject, and there is no express provision in the law of any state referring to the number of insertions. The only purpose that can be served by a publication of notice is that it may come to the actual attention of the person considering giving credit.

4th. Is there any stated form for this ad?

There is not!

To make these answers clear, something further should be said. No one has a right to incur indebtedness on the credit of another unless he has been authorized as agent to do so. One who extends credit upon such representations must know at his peril whether or not he is dealing with an authorized agent. He may be expressly advised by the principal that the agent is authorized to incur indebtedness on his credit or the condition of the principal may be such as to justify the person extending credit in believing that the agent is authorized. An instance of such conduct is the recognition by the principal of accounts already incurred and the payment of them.

These notices are usually published by a husband to prevent charging of his credit by his wife. If the wife has been authorized by the husband to make purchased on his credit, such a published notice would be of no effect unless it were brought to the actual attention of the creditor. On the other hand, with the exception hereafter noted, a wife as such has no right in law to charge her husband's credit and unless the husband has sanctioned such charges by previous payments or has expressly authorized them, the merchant dealing with the wife does so at his peril. However, if it should appear that a husband is not providing his wife with necessaries, and the claim is one for necessaries, such as food, proper clothing and shelter, the one furnishing these articles could compel payment by the husband even though the husband had forbidden the extension of credit to his wife to be charged against his account. This on the grounds of public policy.

It is obvious that there may be many circumstances affecting notices of this character. As a general rule, such notices are ineffective unless actually brought to the attention of prospective creditors.

Prohibition of Distribution of "Shopping News" by City Ordinance.

An ordinance of the city of publication respecting the distribution of handbills, cards and circulars reads as follows:

15. *Handbills, cards and circulars.* No person shall throw, cast or distribute, or cause to be thrown, cast or distributed, any handbill, circular, card or other advertising matter whatsoever, in or upon any street or public place, or in a front yard or courtyard, or on any stoop, or in the vestibule or hall of any building, or in a letterbox therein provided that nothing herein contained shall be deemed to prohibit or otherwise regulate the delivery of any such matter by the postal service.

It was proposed to amend the above by adding the following clause after the words "postal service,"

or prohibit the distribution of political campaign literature and sample copies of daily newspapers regularly sold by the copy or by annual subscription.

and the opinion of the Legal Deartment was requested as to the probable validity of the ordinance if amended as proposed. The following is quoted from the opinion on this point:

Ordinances and laws such as this without the proposed amendment have been sustained in a number of states. They are sustained on the theory that they are an exercise of the police power. * * *

The proposed amendatory clauses would make the validity of such an ordinance somewhat more questionable. Enactments under the police power must not be discriminatory, and must bear upon all persons alike. The exception as to distribution of political campaign literature might be regarded as valid, because conceivably a court would hold that all citizens are interested in being advised as to political affairs. The distribution of sample copies of daily newspapers is an exception of more doubtful validity because, rather obviously, those sample copies would ordinarily be distributed as advertising matter, and not for the purpose of gratuitously giving up-to-date news to the populace. I am inclined, however, to think that in spite of the criticisms which might be suggested the courts would probably uphold such an ordinance. Sample copies of newspapers would not be permitted to become litter in the streets or hallways, as would ordinary advertising matter passed out in the way of handbills, circulars, or even "Shopping News." Hence they cannot be regarded as very much of a nuisance, but as a justifiable exception from the provisions of an ordinance which is intended to prevent the creation of a nuisance in the public highways and on private premises.

PRIVILEGED PUBLICATIONS

Definition of "Privileged Publications" in California.

By an amendment adopted at the 1927 session of the California Legislature, Section 47 of the Civil Code of California now reads as follows:

47. A privileged publication is one made—

1. In the proper discharge of an official duty.

2. In any (1) legislative or (2) judicial proceedings, or (3) in any other official proceeding authorized by law; provided, that an allegation or averment contained in any pleading or affidavit filed in an action for divorce or an action prosecuted under section 137 of this code made of or concerning a person by or against whom no affirmative relief is prayed in such action shall not be a privileged publication as to the person making such allegation or averment within the meaning of this section unless such pleading be verified or affidavit sworn to, and be made without malice, by one having reasonable and probable cause for believing the truth of such allegation or averment and unless such allegation or averment be material and relevant to the issues in such action.

3. In a communication, without malice, to a person interested therein, (1) by one who is also interested, or (2) by one who stands in such relation to the person interested as to afford a reasonable ground for supposing the motive for the communication innocent, or (3) who is requested by the person interested to give the information.

4. By a fair and true report, without malice, in a public journal, of (1) a judicial, (2) legislative, or (3) other public afficial proceeding, or (4) of anything said in the course thereof, or (5) of a verified charge or complaint made by any person to a public official, upon which complaint a warrant shall have been issued.

5. By a fair and true report, without malice, of (1) the proceedings of a public meeting, if such meeting was lawfully convened for a lawful purpose and open to the public, or (2) the publication of the matter complained of was for the public benefit.

NOTE: Sec. 137 above mentioned relates to the allowance of alimony pending a suit for divorce, and the maintenance of a suit by the wife for permanent support and maintenance of herself and children.

LIBEL

Misquotation in News Story of Language of Charges in Warrant.

In connection with a suit for damages for libel published by a paper in Texas, the Legal Department was advised by the local counsel that the plaintiff in the suit expected to base has principal claim for damages upon the following language appearing in the matter published:

"The warrants held that the fugitives had conspired in bringing or sending extracts from Texas to Oklahoma, Indian Territory, to be used in the manufacture of liquor."

and requested the opinion of the Legal Department in the matter.

The following is quoted from the opinion rendered in this case to the local counsel: The inaccuracy in the publication was in the statement that the extracts were to be used in the manufacture of liquor, when in fact the warrant charged they were to be used for beverage purposes. If the quoted statement was wholly false it would be libelous. The libelous part of the statement would then consist in falsely charging that the fugitives had violated the law by conspiring to bring extracts from Texas to Oklahoma, Indian Territory. The odium of the charge consists, therefore, in stating that the fugitives were law violators and not in stating that the violation of the law was in order that a particular purpose might be accomplished. The publication is, however, true in its statement that the warrant held that the fugitives had conspired o violate a law. It is untrue in its statement of the purpose for which the conspiracy was formed.

* * *

We were called upon some time ago to defend an action somewhat similar to this in principle. We had published in one of our papers a statement that a certain man had been sued for divorce, and that in the petition his wife had named someone as correspondent. We made a mistake in identifying the person as correspondent. The man sued for libel and we defended on the ground that the gist of the offense was that he had had a correspondent and not that a particular person was named as correspondent.

Effect of Amendment of Section 47, Civil Code of California, Defining a Privileged Communication.

The 1927 Session of the California Legislature adopted an amendment to Section 47 of the Civil Code of California, defining a privileged publication. The following is quoted from the opinion of the Legal Department as to the effect of such amendment, attention being invited to the suggestions contained in the last paragraph of the quotation: The amendment does leave something to be desired in the way of clearness, but it at least on the face of it is not designed to affect publication by newspapers. The change in the law is in sub-section 2 of Section 47, and this new provision is as follows:

"Provided, that an allegation or averment contained in any pleading or affidavit filed in an action for divorce or an action prosecuted under section 137 of this code made of or concerning a person by or against whom no affirmative relief is prayed in such action shall not be a privileged publication as to the person making said allegation or averment within the meaning of this section unless such pleading be verified or affidavit sworn to, and be made without malice, by one having reasonable and probable cause for believing the truth of such allegation or averment and unless such allegation or averment be material and relevant to the issues in such action."

This amendment narrows the freedom with which parties to divorce or alimony may malign the opposite party without being fairly well fortified with proof to sustain their allegations in pleadings. It is not generally the law that a pleading or affidavit filed in court on any judicial proceeding may be made the subject of a libel suit against the person signing the pleading or affidavit. This new law does make it libelous for the person who filed a pleading in a divorce suit or an alimony action where no affirmative relief is asked in such action (affirmative relief meaning something more than a defense to the other party's claims), unless the pleading or affidavit is sworn to by the person filing it and is made without malice and on reasonable and probable cause for believing the truth of the averment, and also unless the averment is material and relevant to the issues in such action. It places a rather heavy burden upon the person who is merely defending a divorce or alimony action and is apt to "cramp his style" when it comes to sensational or damnatory statements.

You will note that the new provision says that these averments unless so safeguarded shall not be a privileged publication "as to the person making such allegation or averment." The word "publication" used in the Act does not mean newspaper publication, but it means the publicity given to the averment by the person who signs the pleading or affidavit.

It is my opinion that this new provision leaves newspapers just where they were before, but it is advisable now for a news-

paper to us extra precautions in reference to any pleading or affidavit filed in a divorce action until there has been some judicial action with reference to such affidavit or pleading.

Non-Libelous Character of News-Feature Story Concerning Outlaws.

A news feature syndicate requested an opinion as to whether the proposed publication of a story concerning the history of some notorious outlaws and of certain "heroes" who ended the careers of such outlaws would be libelous.

The following is quoted from the opinion rendered by the Legal Department on the matter. * * * the only matter which might at all give rise to such a question were the accounts of two outlaws now dead for thirty and fifty years, respectively.

It is very generally the law in this country that there can be no civil action for damages for alleged libel of deceased persons, the law proceeding on the theory that to libel a dead person does not affect his estate. I have not been able to find any case in this country which permits a recovery of damages for alleged libel of a deceased person.

Under the common law of England, followed to a very limited extent by certain states in this country, a criminal action can be brought for libel of a deceased person, the theory of the law being that to defame the memory of a deceased person is likely to promote a breach of the peace by exciting his relatives or descendants to violence on account of the insult to the memory of one who was close to them. However, criminal laws in this country are universally statutory and unless there is some statute * * defining such an offense * * * there is no danger of libel being brought for this proposed publication.

Misuse of Funds Under Control of Deputy.

One of the papers in Texas ascertained the existence of certain iregularities in the handling by a Deputy County Clerk of moneys received by the Clerk's office in payment of judgments, notary fees, appraisers' fees, witness fees, etc., and after investigation and a discussion of the matter with the County Auditor, published a story of the irregularities and of an audit of the accounts in question by the County Auditor, which had disclosed the misuse of the funds and their subsequent repayment by the bonding company and the Deputy's friends and relatives. The County Auditor, in discussing the matter with the editor and in a written statement to him later, considered the funds in question were those of the County Clerk, and stated that the Deputy had been guilty of taking funds of his principal and that there was no reason why the Deputy could not be prosecuted for his embezzlement if there were anyone who desired to prosecute him. After the publication of the story, the Deputy disappeared, and was later indicted by the Grand Jury of the County.

Copies of the story, as published, and a statement of the circumstances giving rise to its publication, were forwarded to the General Counsel. The following are abstracts from his comment on the legal questions involved: I can see no possible libel against the (newspaper) so far as the story of G-'s defalcation is concerned. The truth of that story is provable to the hilt, and as Mr. C points out, the truth is a complete defense. Care, I have no doubt, has been used in not charging or intimating that any of the county officials were guilty of compounding a felony, because it is impossible to prove this, and the compounding of a felony is a matter of fact and not of inference, unless circumstances point conclusively to such compounding. Compounding a felony is itself a felony and to charge one with such felony is libel per se.

The stories submitted do not make such charge or intimation. They do criticize county officials for not bringing criminal action, but a fair criticism of public officials is privileged and could not be the basis of a successful libel suit.

There is not much point to be made from Mr. W-s-'s labored argument that the funds which G— embezzled were not county funds or public funds. It seems to me that this argument is specious rather than substantial, because these funds were paid into a county office under laws requiring their payment and they belonged in fact to the county. The fact that the Clerk did not have to account for them until the end of the year does not argue that they were not county funds. From the time of their payment until the end of the year he was merely custodian of the funds and they did not belong to him as a principal. From these funds he had a right to deduct the pay of his subordinates and certain other expenses, but even that did not constitute them his funds. He was a trustee for the whole of the funds as well as for the balance payable to the county over and above the allowance to him.

The story has been safely handled thus far, and in such a way as to create no liability against the (name of paper).

Publication of Late News Item, Though True, as Basis for Possible Claim of Malicious Publication.

In April, 1928, the editor of a paper received through the mails, together with $1.00, a request for the publication of an item to the effect that in December, 1927, the writer had secured a divorce from her husband, and had been granted alimony and custody of a minor child, and that on January 31, 1928, the writer's divorced husband had married a Mrs. X, who had been employed for some time by a certain named business house.

The editor in bringing the matter to the attention of the Legal Department, expressed doubt as to the right of the newspaper to publish the statements requested, and stated that, if it were proper to publish, before doing so the statements would be verified.

The editor was advised as follows: The last item of any news importance * * * occurred on January 31st. The item as a whole cannot, therefore, have any news value—as it seems to me—from this distance. I am venturing this opinion, not because I think I can tell you what news is, but for the reason that I will now attempt to state.

If this item had been published on January 31st, or very shortly thereafter, there would be no question whatever as to its non-libellous character, and it would be a perfectly safe thing to print, from all standpoints—assuming that it is substantially true. However, if (the divorced husband) or Mrs. X, are of the kind who are looking for trouble, they could probably easily secure an attorney who would claim that the item published at this time was obviously for the purpose of embarrassing the parties concerned, and that although it stated the truth it was not published for the purposes to which a newspaper gives a publication, but was published maliciously and for purposes of embarrassment.

Some courts have held that even the truth, when published from malicious motives, may be the basis of a lawsuit. To give an exaggerated example: Assume the case of a man who had committed larceny five years ago and had been convicted of it, and assume that a newspaper of today were to publish that fact. In some jurisdictions this would afford the basis of a libel suit. I do not know that the * * * courts have ruled specifically on this matter, but I presume you will regard the item furnished * * * as hardly of sufficient importance to justify any risk on your part.

CONTEMPT OF COURT

Photographing of Witnesses or Parties in Courthouse Premises.

During the trial of a suit against the estate of Mr. W by his alleged common law wife, photographers from two newspapers took pictures of the plaintiff as she was leaving the courthouse, one of the pictures being taken while the photographer was standing on the lowest of the steps leading into the courthouse, next to the sidewalk. Other pictures were taken as the photographers followed the plaintiff along the sidewalk. Later in the day the judge before whom the suit was being tried called the editors of both papers before him, and in open court stated that the plaintiff had been "assaulted" by the photographers, that the progress of the suit had been delayed because the plaintiff had been afraid to leave the hotel without protection against the invasion of her privacy, that he would deal with one of the editors summarily if the pictures were used, and, on questions asked by the attorney for the other editor, that the judge regarded his jurisdiction over photographers as "extending everywhere." The editor threatened with summary action by the court stated that if it developed that the picture which had been submitted to him had been taken from the courthouse steps it would not be used, but that if it had been taken from the sidewalk, it would be, as the editor did not regard the jurisdiction of the court in this instance as including the sidewalk. Since the investigation by the editor showed that the picture in question had been taken from the courthouse steps, it was not used. The photographers were, however, instructed by the editor never to invade court property to take pictures, but that they could "shoot their heads off" from the sidewalks. Apparently no further action was taken by the court.

The circumstances of the case were submitted to the Legal Department for an expression of opinion as to the Court's power in the premises. The following are extracts from the Legal Department's opinion as forwarded to the editor: "I have * * * had the law investigated and find that a rather detailed search among the authorities fails to reveal any precedent for the action which Judge Blank threatened. * * * A judge would have a very considerable latitude in the protection of parties and witnesses in attendance upon his Court. This power is in furtherance of the administration of justice, and any conduct which seemed reasonably calculated to interfere with the administration of justice could be punished as a contempt of court.

"Judge Blank would most probably be sustained in punishing for contempt one who had taken photographs of parties or witnesses upon the courthouse premises if such photographing so agitated witnesses or parties as to interfere with their composure sufficiently to make the giving of their testimony more than ordinarily difficult.

"Judge Blank called the photographing an 'assault.' It is clearly contempt of court to assault a witness or a party in attendance upon court, but such assaults have been punished as contempts for the reason that in each instance examined the assault appears to have been for the purpose of intimidating a witness or party, and prevent him from appearing or from giving testimony. Of course, the taking of a photograph by a newspaper is intended for no such purpose and can have no such effect.

"I do not think that Judge Blank could be sustained in any reviewing court in attempting to punish for contempt one who had taken the photograph of a party or witness upon the streets or other places not included within the premises of the hourthouse. The exercise of such autocracy should be challenged and defended against to the limit. * * *"

MUNICIPAL ORDINANCES

Municipal Ordinance Prohibiting Newsboys from Carrying Contents of Newspapers.

The following is a copy of the decision of the Criminal Court of Appeals of Oklahoma (filed October 8, 1927) construing the provisions of a Municipal Ordinance adopted by the Council of the City of Oklahoma City, Oklahoma, and effective April 29, 1927, which ordinance is set out in full on page 12 of the Opinion Section of these Legal Sheets:

THE CRIMINAL COURT OF APPEALS OF OKLAHOMA

In Re: Application for Writ of Habeas Corpus—No. A-6634.

Welborne Westilliison

SYLLABUS

1. A municipal ordinance penal in its nature is to be construed strictly. Its terms cannot be extended by implication or constructions so as to embrace acts not clearly within its terms.

2. Where a penal ordinance is challenged as being void as indefinite and uncertain, the courts will indulge every presumption in favor of its validity and will not declare it void unless it is so indefinite and uncertain as to mislead or deceive the ordinary mind as to what acts are forbidden or the doing of which will constitute an offense.

3. Where the terms "loud," "ordinary" and "usual' are used in a penal ordinance as applying to the sound of the human voice and no standard of comparison is provided in such ordinance by which it may certainly be determined when the sound is "loud," or "ordinary" or "usual," the description of the offense is too indefinite and uncertain to render the statute enforceable.

4. For terms of penal ordinances held invalid for indefiniteness and uncertainty, see opinion.

Cruce & Franklin
For Petitioner

WRIT AWARDED AND
PETITIONER DICHARGED

FRED E. SUITS, M. W. McKinnis,
Bliss Kelly,
For Respondent.

Edwards, J.:

This is an original proceedings in Habeas Corpus. The petitioner alleges that he is unlawfully restrained by the Chief of Police of Oklahoma City, that the cause of said restraint is that on May 6, 1927, Petitioner was engaged as a newsboy in selling the Oklahoma News, a newspaper, in Oklahoma City. That he was arrested charged with a violation of Ordinance number 3151 of said city, in announcing in a loud voice the contents of said paper, was convicted by the police judge and fined $5.00 and costs.

It is contended that said ordinance is unconstitutional and void for various reasons enumerated in said petition; those may be summarized into two principal contentions. First: That said ordinance is void because the city council was without authority under the statutes to enact and pass the same, and that it is an unreasonable, unnecessary and arbitrary attempted exercise of the police powers. Second: That said ordinance is void because its provisions and meaning are too indefinite, vague and uncertain to inform the public what acts constitute a violation thereof.

The response admits the ordinance, the fine and imprisonment as alleged, and denies that the same is unconstitutional and void.

The writ of Habeas Corups cannot be used to test the regularity of a proceeding as by an appeal. To entitle a petitioner to be released on Habeas Corpus, the judgment must be void and not merely erroneous. Ex parte Barnette (Ok. Cr.) 232 Pac. 456; Ex parte Hollingshead (Ok. Cr.) 216 Pac. 486; Ex parte Dunn (Ok. Cr.) 242 Pac. 574.

But where the constitutionality of an act under which a person has been convicted, and is restrained is questioned, its validity may be tested by Habeas Corpus proceedings. In re Gribben, 5 Okla. 379, 47 Pac. 1074; In re Unger, 1 Ok. Cr. 222, 98 Pac. 999; McGuire vs. Wilkerson (Ok. Cr.) 209 Pac. 445; Ex Parte Smith (Mo.) 36 S.W. 628, 33 L.R.A. 606.

We are not impressed with the argument that the ordinance is void for the reason that the city is without power to enact it. For while it is generally said that municipalities can exercise only such powers as are expressly delegated to them by the Legislature, or such as are fairly implied as an incident to the powers expressly granted, yet it would seem to be beyond question that under the general grant of police power to a city to enact ordinances for the benefit of the health, safety and welfare of the city, there is at least an implied grant of power to reasonably restrict unnecessary noises which are in a sense a nuisance, an annoyance or a breach of public order. This was evidently the purpose and intent of the city council in enacting the ordinance under consideration.

The further contention that the ordinance being penal in its nature is void as being too indefinite and uncertain to define a criminal offense, presents a more serious question. There have been a great many decisions and no little discussion in the text books stating and applying the rules of statutory construction. It is not necessary to attempt to state these varous rules nor to quote nor cite the decisions at length. Formerly it was said that municipal ordinances should be more liberally construed than penal statutes generally, but later authorities appear to make no distinction and to hold quite generally that penal ordinances, like penal statutes, are to be construed strictly. (McQuillan on Municipal Corporations,

Vol. 7, Sec. 814, and authorities cited.) The construction is not to be unreasonable or forced, but the language used cannot be extended by implication to cover acts not clearly within its terms, nor can a prohibition not expressed in the act be read into it by implication. State vs. Prather (Kans.) 100 Pac. 57; State vs. Norfolk Southern Railway Co. (N. C.), 82 S.E. 963; New York vs. Fredericks (N. Y.) 100 N.E. 419.

The same presumption applies in the matter of municipal ordinances as to statutes. That is, they are presumed to be constitutional and the courts should bring to their aid all the appropriate rules of construction before declaring them unconstitutional. Ex parte Hunnicut, 7 Ok. Cr. 213, 123 Pac. 179; State vs. Coyle et al., 7 Ok. Cr. 50, 122 Pac. 243; Ex parte Whitehouse, 3 Ok. Cr. 103, 104 Pac. 372; Ex parte Lucan (Ok. Cr.) 243 Pac. 990, 25 R.C.L. Page 1084, Sec. 203.

On the other hand, a penal statute must be sufficiently definite so that a person of ordinary understanding will be able to know what acts are forbidden and when he has committed an offense. Missel vs. State (Ok. Cr.) 244 Pac. 462; Buckles vs. State, 5 Ok. Cr. 109, 113 Pac. 244; Ex parte Hunnicut, supra; State vs. Lawrence, 9 Ok. Cr. 16, 130 Pac. 508; Tozer vs. U. S. 52 Fed. 919; U. S. vs. Brewer, 139 U. S. 278, 288, 11 Sup. Ct. Rep. 538, 35 Law Ed. 190; U. S. vs. Sharp, Pet. C. C. 118, 27 Fed. Cas. 1041.

That portion of the ordinance defining the offense reads as follows:

"Section 655. That it shall be unlawful and an offense for any newsboy or any other person selling newspapers upon any thoroughfares, streets, alleys or private property of said city in the district bounded by Fourth Street on the north, the Atchison, Topeka & Santa Fe Railway Company on the east, Reno Avenue on the south, and Western Avenue on the west, to call, yell or announce in a loud voice the contents of such newspapers, but such person shall only exhibit such newspapers and may announce in an ordinary and usual voice the name of such paper offered for sale. Provided that outside of the district hereinabove defined, in the event extra editions other than the regular edition of newspapers are offered for sale, then the sale may be cried out by newsboys in making such sale."

An examination of the ordinance above set out leaves us in doubt as to what was in the mind of the city council. The only part of the ordinance that appears to have any meaning is the following:

"** * That it shall be unlawful and an offense for any newsboy * * selling newspapers upon any thoroughfares, streets, alleys or private property of said city in the district * * (describing it) to call, yell or announce in a loud voice the contents of such newspapers. ** * "

That is all that is forbidden, but immediately following this language is permission to such person to exhibit newspapers and to announce in an ordinary and usual voice the name of such papers so offered for sale. But since it has not been forbidden to exhibit such newspapers and to announce the same either in a loud voice or otherwise, the permission is meaningless except on the theory that the city council supposed that they had forbidden this in the preceding part of the ordinance. Following this permission just refered to there is the proviso that outside the described district newsboys might cry out the sale of extra editions of newspapers. Since there was no prohibition whatever in the territory outside of the described district, this proviso is also meaningless except on the theory that the city council supposed that the preceding part of the ordinance made some prohibition in this outside territory and they desired by a proviso to give permission to cry out extra editions. We assume the city attorney or counsellor must have been on a vacation when this ordinance was prepared and that it was drafted by someone not familiar with the construction and meaning of penal statutes.

Various other incongruities are pointed out, among them the announcing of the name of the newspaper offered for sale or any description of it other than calling its contents is not forbidden. This is argued could not have been the intention of the city council, since calling the name and describing the newspaper would constitute as great a nuisance as the announcing its contents, and that presumably it was the "loudness" of the calling rather than what was called that the ordinance was intended to inhibit. This appears to be logical, since the latter part of the ordinance permits the exhibiting of the newspaper and the announcement of the name of such paper in an "ordinary" and "usual" voice. An ordinance should be construed according to effect and the legislative intent. The legislative intent, however, must be gathered from the ordinance itself, and we are not able to ascertain just what was the legislative intent.

The further contention is stressed that the term "loud" as used in the ordinance is a relative term and is void as fixing no standard upon which to measure the tone of voice and determine whether it is "loud" or "ordinary" and comes within the rule announced in the case of Cook vs. State (Ind.) 59 N.E. 489, where the word "broad" and the word "narrow" are used, which act was by that court held void as indefinite and uncertain, the court saying:

"The meanings of the separate words in the phrases 'narrow tired wagon' and 'broad-tired wagon' are plain, but the words 'narrow' and 'broad' describe, not certain, but uncertain, comparative widths, and no standard of comparison being provided by the law, they render the phrases in which they occur uncertain and indefinite. A particular tire may be broad or narrow, according to the width of another tire or other tires of different widths, with which for the occasion, it is being compared. In a porton of the statutory description of the offense there is such indefiniteness that it is impossible for the court to say with requisite certainty that the description in the statute corresponds with the definite state of facts shown by the affidavit." Citing among other authorities, Hewitt vs. Board of Medical Examiners (Calif.) 84 Pac 39.

The definition of a noise made by the voice as "loud" or "ordinary" and "usual" is indefinite and uncertain, there is no standard of comparison or definite character fixed such as to "annoy the public generally" or as to "disturb the peace" or "to the annoyance of the inhabitants," or like terms.

This court in the case of Stewart vs. State, 4 Ok. Cr. 564, 109 Pac. 245, 32 L. R. A. (N.S.) 505, sustained an information charging accused with "having unlawfully, wilfully and wrongfully committed divers acts of yelling, hollering and uttering loud and vociferous language, thereby grossly disturbing the public peace of said community," the information being predicated upon Sec. 2650, Wilson's Statutes 1903, (2782 Snyder's Compiled Laws; Sec. 2287, Comp. Laws, 1921). This statute is made sufficiently definite by defining the offensive act as one that,

"**grossly injures the person or property of another, or which openly disturbs the public peace or health, or which openly outrages public decency and is injurious to public morals. ***" See Hewitt vs. Voard, supra.

In order to be free from the objection of indefiniteness and uncertainty, some standard should be fixed for determining at what point the quality "loud" should apply. Without such standard it is impossible to say as a matter of law when a voice is "loud" or "ordinary." The usual standard fixed, as stated, is such as "disturbs the peace or public decorum" or "annoys the inhabitants," or such similar term.

For the reasons assigned, the writ is awarded and petitioner discharged.

DOYLE P. J. and DAVENPORT J. Concur.

Effect of change in language of municipal ordinance made after passage by City Council.

Certain changes were alleged to have been made in the language of an ordinance passed by the Council of an Ohio city after its passage by the Council. The opinion of the Legal Department was asked as to the validity of the altered ordinance. Such opinion is as follows: You have submitted to us the question of the validity of Ordinance No. ..... passed by the Council of the City of Blank on (date). The question as to the validity of this ordinance arises from certain changes in its terms, which are claimed to have been made after its passage.

As we are advised, the title of the ordinance was changed in the following respects: This title began with the phrase "providing for the issuance of" and was changed to "declaring it necessary to issue," and by adding to the title, which as passed, provided for the issuance of $100,000 of bonds, the following: "and providing for the immediate issuance of a $30,000 installment thereof."

As passed, the ordinance did not provide whether bonds should be issued in one lot of installments. The provision for issuing installments, and the amount of the installments, was, as we are advised, filled in after the passage of the ordinance. Other changes are claimed to have been made but the changes noted are sufficient for a response to your inquiry. These charges are all of a substantial character.

It is elementary in the law of Municipal Corporations that a material or substantial change made in an ordinance after its passage invalidates it. The reason for this rule obviously is that while the Council is the lawmaking body, it would act upon such matters only as were before it in the ordinance it was called upon to enact.

The only exception to the rule as to changes in an ordinance after its passage, are in case of mere typographical or clerical errors, which obviously did not recite the intention of the Council, and which also obviously had no material or substantial relation to the terms of the ordinance.

With the information given us with reference to this ordinance, we are of the opinion that it is invalid.

NEWSBOYS

Complaints against noise of newsboys in crying papers; liability for injuries due to papers obstructing passage on sidewalks.

Attorneys for a bank located on a corner in one of the Ohio cities complained to the newspaper about the noise made by the nwsboys in crying the papers immediately beneath the bank windows, and also about alleged liability of the bank for damages suffered by passers-by falling over piles of papers put on the sidewalk outside the bank building by the newsboys. The complaint was forwarded to the Legal Department, which advised as follows: The * * * attorneys * * * complain of the noise made by the newsboys in selling their wares, but the large part of their communication is devoted to a complaint as to the newspapers piled on the sidewalk and against the bank building.

I thing that * * * it might be well in writing to the attorneys * * * to say in substance that you thank them for calling to your attention the complaint of the bank that the newsboys are noisy, and that you will instruct the boys to be as quiet as they can in view of the nature of their occupation.

The following observations you will not, of course, communicate to the attorneys. They call attention to the fact that a woman was injured by stumbling over a pile of newspapers. It would be well for you to keep an eye on this matter, because the (name of paper) might be held responsible if a pile of newspapers constituted such an obstruction upon the sidewalk as to endanger travel by pedestrians. The attorneys have nothing to fear as to any liability of the bank, for such an obstruction, ocecause liability is a consequence of responsibility, and the only ones who could be held responsible for obstructions upon the sidewalks would be the city and those who had placed the obstructions there. I am not suggesting that you forbid the newsboys to place their newspapers upon the sidewalk, but it would be well to be careful that such obstructions do not occasion an actionable nuisance.

I do not think that the bank can prevent by legal action the calling out of newspapers if it is done in the ordinary way, and not so as to amount to a wholly unnecessary clamor.

Newspaper's liability for claim by newsboy and/or his parents for personal injuries received in newsboys' room.

While in the newsboys' room of one of the newspapers, a newsboy, not employed by the paper but in the room for the purpose of purchasing newspapers for street sales, was pushed against a radiator in the room and injured. He was immediately taken to a physician by an employee of the paper and given treatment for the injuries, from which he recovered. The physician later sent the newspaper a bill for services in treating the boy, and the question was raised as to whether, if the paper paid the physician's bill, it would thereby accept responsibility for the injuries to the boy.

The Legal Department advised the paper that: "* * * the injury to the newsboy occurred in such a way as to afford no possible ground for a successful claim against the (name of paper), and there is therefore little to fear from the manner in which the physician receives his money.

"Since you took the boy to the physician, the bill * * * would be an obligation of the (name of paper). As an extreme caution, it would be well to * * * have the circulation manager pay the bill as a personal account."

Liability of publisher for personal injuries to carriers, under Texas Workmen's Compensation Law.

A Texas paper asked the following questions:

(1) Are we liable under the Texas compensation Act for injuries to a carrier who buys his papers from us and sells them?

(2) Are we liable under the same circumstances, with the added fact that we pay the carrier a bonus of, say, $1.00 per week?

and stated further that the paper carried no insurance on the carriers.

The following quotations from the reply of the Legal Department contain the answers to the foregonig: In answering your inquiries I am assuming that the carrier buys his papers from you and sells them, and that his relations to you are very much the same as are the relations of any retailer of commodities who buys from a wholesaler. I do not understand that the carriers as to whom you inquire are directly under your supervision in the manner of selling their newspapers, but that in a small way they are independent "merchants" and you are looking to them only for results and do not supervise except within broad limits the means by which those results are accomplished.

If I am correct in my assumption of the relationship sustained, it is my opinion that you are not liable under the Workmen's Compensation Act, since these carriers would not be employees and the relationship of employer and employee does not exist as that relationship is defined under Texas statutes. Section 1 of Article 8309, Vernon's Texas Statutes, defines an employee as follows:

"An employee shall mean every person in the services of another under any contract of hire expressed or implied, oral or written, except" (and here follows some details of no bearing in the consideration of your questions).

The courts of Texas in determining whether the relationship of employer and employee exists as distinguished from the relationship of principal and contractor, have said that the real test lies in determining whether the alleged employer has the right to control the manner in which the work is done. In one Texas case, decided by the highest court of that State, an independent contractor is defined as one who renders services in the course of occupation representing the will of his employer only as to the result of his work and not as to the means by which it is accomplished, and who in the actual execution of the work is not under the order or control of the employer. You no doubt discontinue the engagements of a carrier who does not produce results, or who for other reasons is undesirable, but the fact that you may and do discontinue such engagements would not constitute a supervision or control over him as an employee.

As to your inquiry as to whether the payment of a bonus affects your liability, I am assuming that this bonus is paid as a reward for attaining a certain standard of sales, or that it is in the nature of a subsidy for boys who sell papers in unprofitable or sparsely populated sections. Such a bonus would not, in my opinion,

change the relationship to that of employer and employee.

Your inquiry, no doubt, was in reference to injuries which carriers might receive from third persons, or while engaged in their occupations, and not to injuries which may have been occasioned directly by negligence of the Post. In the latter case you would, of course, be liable for your own negligence independently of any application of the workmen's compensation. Your experience in this regard would enable you to determine whether or not it is advisable to carry insurance.

LOTTERY

Contest conducted by Newspaper to guess time of first snow fall.

The following is quoted from the opinion of the Legal Department, rendered to an editor of a paper in the South, in response to a request for advice as to whether a proposed "Snow Predicting" Contest would be considered a lottery: "You wish to know in substance whether a newspaper will be regarded as conducting a lottery if it gives a prize to that one of its readers who comes nearest to predicting the actual hour and minute of the first snowfall.

Some of these questions with reference to lotteries are rather difficult to answer with certainty owing to local statutes and perhaps the bias of local courts, but quite generally the law as to lotteries is pretty much the same.

In defining lotteries the three necessary elements are:

First, the offering of a prize;
Second, the awarding of a prize by chance and
Third, the giving of a consideration for an opportunity to win the prize.

The conduct of such an enterprise by a newspaper with the object of securing directly additional subscribers or adding revenue, brings it more closely to the definition of a lottery than if the winning of the prize does not necessitate a subscription or purchase of the newspaper or the giving of any other consideration. If the latter elements exist, the scheme has quite generally been held not to be a lottery.

The following are examples of decisions in which it was held that the schemes were not lotteries: Guessing the number of beans in a bowl, the number of births and deaths during a specified week, the number of buttons of different sizes in a half filled jar the number of cigarettes on which taxes would be paid during a certain period (this last was a case in the United States Court), the winner of a horse race.

I think you are entirely safe if you conduct a contest of the kind proposed and if you do not make subscriptions to or advertising in the newspaper a condition of entering the contest. If the opportunity is offered to your "readers" generally without specifying that they must buy papers or give advertising you are on safe ground."

It might be further added that the element of chance must exist in order to constitute a lottery. Probably the prediction of weather is the next thing to chance but it might be rather faintly argued that the probable weather in the future could be determined by a consideration of meteorological conditions and by a consulting of household almanacs."

BANKRUPTCY PROCEEDINGS

Payment of Accounts Due to Bankrupt Creditors, when Creditors' Accounts Receivable have been assigned to a third party.

An inquiry was received by the Legal Department from one of the concern corporations as to whether that corporation should pay an account owing by it to the creditor or to a concern to which the creditor had apparently assigned its accounts receivable, the concern corporation having received an authorization from the creditor to make payment of such account to the assignee, and also a notice from such assignee as to the assignment of the account. The corporation was advised as follows:

"It will be entirely safe for you to pay this account to the assignee when you have first ascertained that the affairs of the creditor are not in the hands of a receiver for the benefit of creditors, or that there are not going through bankruptcy proceedings or that their affairs are not being liquidated by any process of law for the benefit of creditors."

Further inquiry by the concern corporation developed (1) that the corporation's creditor was in the hands of a receiver under an involuntary bankruptcy petition, (2) that the alleged assignee of the accounts receivable of the creditor was a loan agent, and (3) that several creditors of the bankrupt were disputing claim of the loan agent to the bankrupt's account receivable. Under these circumstances, the Legal Department advised the corporation to notify the attorney for the Receiver in Bankruptcy that, while it admitted the liability, it was unable to determine which of the disputing claimants was rightfully entitled to the money, that prompt payment to the legally rightful claimant would be made, that the corporation was reluctant to pay the account to one claimant and thereafter be perhaps required to pay it again to the other claimant, and that, to protect its own interests, it would withhold payment of the account to any one until the rightful owner of the account had been definitely determined.

COPYRIGHT

Right of Newspaper to Secure a Copyright on Letter addressed to it.

A doctor, before committing suicide, sent a letter to a newspaper, which later copyrighted the letter and a facsimile of it. A rival newspaper in the same city printed the letter and the facsimile, in its columns, asserting that the attempted copyright was ineffectual. Inquiry was made of the Legal Department as to whether a press association, by crediting the rival newpaper, could carry such story, citing the above case. The following is quoted from the opinion of the Legal Department on the question: "You instance the case of the receipt by the D—— News of the letter written by Dr. L before he committed suicide. The News, as you state, copyrighted the letter and a facsimile of it. The D—— Times picked it up, taking the position that before an article can be copyrighted it must be purchased or obtained through the labors of a reporter or that the user must be informed by the writer that the letter is for the sole use of the person addressed. I think the D—— Times was correct in its conclusions. It seems to be the law that the author of a letter has an exclusive right of publication or to suppress its publication, and that the recipient may not copyright it unless he has received express permission so to do or has become sole owner of the letter with all that the term 'owner' implies.

"The copyright laws are intended to protect authors and proprietors. One does not become the proprietor of a letter in the full sense of the term by the mere receipt of it. He may, of course, keep it for himself and unless its contents are confidential may exhibit it to friends, but he cannot copyright it. In order to secure the right to copyright a letter or other work the author must assign such right or must clearly indicate his intention that the newspaper may copyright it.

"Therefore, answering your question specifically, if it happens that a newspaper did not purchase a news story, that is, did not acquire the sole ownership and right to copyright, and was not authorized to have exclusive ownership, you would be at liberty to publish it. Of course, I do not mean by this to say that you could publish a copyrighted article which had been produced by a reporter for the newspaper. There is no property in news in itself, but there is a property in the form in which it is produced and in the production which results from the labors of the one producing it.

"The attempted copyright of a letter as to which the recipient had not been given right to secure copyright is ineffectual to secure exclusive rights to the publisher."

POSTAL LAWS

Profanity in newspapers going through the mails.

The following are extracts from a letter from the Editor of an Eastern paper to the General Counsel with reference to the mailable character of newspapers containing stories in which profanity appears:

"Some time ago we published an interview with Warden B—— of the state penitentiary regarding charges of cruelty to prisoners. He said it was a 'God damned lie.' Ordinarily I would have censored such language, but I purposely instructed the desk to put it in the lead, as it so well illustrated the character of the man, particularly in conjunction with the rest of the interview.

"Some of B——'s fellow members of the Holy Name Society apparently were shocked and the following letter resulted:

'Complaint is made concerning an article appearing in the 'pink edition' of the (newspaper) of **July *, on the front page, wherein the name of the Deity is prominently used in quoting Warden B—— with reference to cruelty reports at the pen.

This office would appreciate very much your prompt advice as to whether or not copies of this edition were sent through the mails at this office.

(signed) A—— B——
Assistant Postmaster.'

"I know (Assistant Postmaster) only slightly but know Postmaster W—— very well and it would have been an easy matter to have had W—— forget about the matter. But I was really interested in knowing whether we had broken any statutory law (aside from the law of good taste), and was just as formal with B—— as he was with me.

"I replied:

'About half a dozen copies of the particular edition you refer to in your letter of August — went through the mails. However, the same quotation appeared in all editions of The ** that day, except the first.

Your letter would indicate there is a law covering publication of such an expression. Will you please inform me if that is the case, and just what the law is?'

"I received the following reply from B—— to day:

'With reference to your communication of the — inst., concerning the article quoting Warden B—— and appearing in the "pink edition" dated July — of the (newspaper), have to advise that such matter is mailable in accordance with the understanding of this office and also that of the solicitor for the post office department.'

"* * * While I don't advocate encouraging the use of profanity in our papers, it sometimes happens that such a quotation as we published in the (newspaper) is necessary. In that event, I believe the editors would like to know that the post office department already has ruled on it."

PERSONAL SERVICE

Application of statutes on restraint of trade to employment contracts re cartoonists.

The following are extracts from an opinion as to the application of statutes concerning restraint of trade to the work of cartoonists: There is no case apparently involving the precise point as to whether a cartoonist may legally be prevented from using the same characters in new pictures, after the expiration of the given contract. There are countless decisions which declare that a given contract is or is not in restraint of trade. There are also cases distinguishing contracts in restraint of trade which the courts will be willing to uphold, and contracts in restraint of trade which will be held void. It is conceivable that the—contract might be held against public policy by some court. There is no doubt that it would be held void in Michigan, California and Oklahoma. See note 90 in Williston on Contracts, 1920, Volume 3, Section 1643:

"In Michigan any agreement or contract not to engage in any trade, profession or business whether reasonable or unreasonable, partial or general, limited or unlimited, is declared by statute illegal and void. So far as concerns contracts of employees, such also seems to be the effect of Calif. Civ. Code, Sections 1673-1675, and similar provisions in Oklahoma."

* * * The whole question comes down to a balance of interest, and in general it would seem that except where a statute expressly forbids all contracts in restraint of trade, a reasonable restraint would be upheld.

As for the case of Bud Fisher v. The Star Company, 231 N. Y. 414, that is not an authority either for or against the matter in hand. That case merely holds that the creator of certain popular cartoon characters has a property right in them which will enable him to prevent anyone else from taking over his characters and using them in other cartoons. In other words, * * * could restrain * * * from using in cartoons characters invented by * * *.

PICTURES OF PERSONS

Right to sell in New York State.

In order to obtain pictures for use in connection with fashion articles run in the newspapers, a picture service employs photographers to snap pictures of society people on the streets in New York City. The service has been asked by several responsible stores in New York City to furnish them with a selected number of such pictures each week to display in their windows.

The questions here considered are whether the picture service would be liable in damages for the display of these pictures, the only thing apearing on the pictures being the person's name. A secondary question is whether there is any liability for the publication of these pictures in newspapers and magazines.

New York is one of the few states that has a special statute protecting a person's right of privacy. This statute, which was enacted in 1903, was the result of a very much criticized decision which held that there was no right of privacy under the common law, and that the only way in which such a right could be protected would be by statutory enactment. The statute as it stands today is as follows:

Cohill's Consolidated Laws of New York (1923). *Chapter 7, Article 5, Section 50.*

"A person, firm or corporation that uses for advertising purposes, or for the purpose of trade, the name, portrait or picture of any living person without having first obtained the written consent of such person, or if a minor of his or her parent or guardian, is guilty of a misdemeanor."

And *Section* 51, which provides for injunction and damages is as follows:

"Any person whose name, portrait or picture is used within this state for advertising purpose, or for purposes of trade, without the written consent first obtained as above provided for, may maintain and equitable action in the Supreme Court of this state against the person, firm or corporation so using his name, portrait or picture to prevent and restrain the use thereof and may also sue and recover damages for any injury sustained by reason of such use, and if the defendant shall have knowingly used such person's name, portrait or picture in such manner as is forbidden or declared to be unlawful by the last section, the jury in its discretion, may award exemplary damages. But nothing contained in this act shall be so construed as to prevent any person, firm or corporation, practising the profession of photography, from exhibiting in or about his or its establishment specimens of the work of such establishment, unless the same is continued by such person, firm or corporation after written notice objecting thereto has been given by the person portrayed and nothing contained in this act shall be so construed as to prevent any person, firm or corporation from using the name, portrait or picture of any manufacturer or dealer in connection with the goods, wares and merchandise manufactured, produced or dealt in by him which he has sold or disposed of with such name, portrait or picture used in connection therewith; or from using the name, portrait or picture of any author, composer or artist in connection with his literary, musical or artistic productions which he has sold or disposed of with such name, portrait or picture used in connection therewith."

Under this statute in *Moser* v. *Press Publishing Company*, 109 *N. Y. Sup.* 963 (1908), the court said that it did not prevent the publication of a person's photograph without his consent in a daily newspaper in connection with items of news not in any way libelous.

Jeffries v. *The New York Evening Journal Publishing Co.*, 124, *N. Y. Sup.* 780 (1910) was a case in which the plaintiff, a retired prize fighter, had written an autobiography and was seeking to enjoin the defendant newspaper from using his picture in connection with the so-called biography or life history, and was asking at the same time for $25,000.00. damages. He alleged that his picture gave the defendant "an increased circulation" and thereby "increased value as an advertising medium." The court in refusing him relief said that "this stretches the language of the statute *ad absurdum.*"

* * * But in the case of *Alaina* v. *Sea Beach Railway*, 141 *N. Y. Sup.* 342 (1913) a different view is taken. This was another case arising under the New York statute in which it was said that the use by a street railway company of a picture of a woman alighting from a car, to instruct patrons in the proper

method of alighting could be enjoined although the woman posed for the picture and consented to its use for that purpose. The court in this case took into consideration the fact that the consent was written as required by the statute, and further said that the picture being used to instruct patrons was to be considered as used for advertising purposes and not for trade purposes. It was said:

"The right of privacy under the statute can not be invaded for purposes purely informative or redemptive, whether the altruist be entirely a charitable envoy or a railway company. No company is so exalted that it may allure by exposing the portrait of a person to the public gaze."

The case of *Binns* v. *Vitagraph Company*, 210 *N. Y.* 51 (1913) was another one in which the court held that the name and portrait of the plaintiff were used by the defendant as a matter of business and profit and contrary to the prohibition of the statute. * * * It is interesting to note, however the dictum in this case, which is as follows:

"The statute now recognizes and enforces the right of persons to control the use of his name or portrait by others so far as advertising or trade purposes are concerned **** The statute is very general in its terms, but when a living person's name, portrait or picture is used, it is not necessarily at all times so used either for advertising purposes or for purpose of trade. The statute is in part at least penal and should be construed accordingly. So construed and also construed in connection with the history of Chapter 132, Laws of 1903, which was enacted at the first session of the legislature after the decision in the Roberson case, it does not prohibit every use of the name, portrait or picture of a living person. It would not be within the evil sought to be remedied by that act to construe it so as to prohibit the use of the name, portrait or picture of a living person in truthfully recounting or portraying an actual current event as is commonly done in a single issue in a regular newspaper."

The decision in the Jeffries case supra has been approved in the case of *Collyer* v. *Richard K. Fox Publishing Company*, 146 *N. Y. Sup.* 990 (1914), where it was held that an actress, whose portrait was published in a weekly periodical without her consent but not for advertising purposes could not recover damages under the Act. In that case a profesional diver had had her picture taken in costume, which was produced in the Police Gazette without her consent, together with other vaudeville actresses in costume, under a heading: "Five of a Kind. Most of Them Adorn the Burlesque Stage. All of them Are Favorites with the Baldheaded Boys." It would seem that if, under any such circumstances, the statute could be held to apply, it would have been held to have applied in this case, but it was there held that the publication was not within the Act as for advertising or for trade purposes. The court said in its conclusion.

"The language of the statute is very general and is susceptible of a very wide meaning. Applied as the appellant would desire, it would cover nearly every issue of our newspapers, and especially our great number of monthly magazines, in which the advertising matter is as great in bulk, and oftentimes as interesting, as the letterpress. But this statute has been considered judicially many times since its original enactment in 1903, and we are admonished that its very general language must be interpreted in the light of its history and the evil at which it was aimed. * * In every reported decision in which a judgment for damages under this act was upheld, the prohibited use of the name and photograph was clearly for advertising or trade purposes. So far this statute has not been so far extended as to prohibit, under penalty of exemplary damages, a publication, in a daily, weekly or periodical paper or magazine, of the portrait of an individual. When the statute was enacted originally in 1903 the custom of publishing in paper the portraits of individuals who were distinguished in their activities of life was very general. If the Legislature had intended to wipe out this custom, it could have said so easily in positive language. It did not so say in terms, and the courts have proceeded to give the statute full enforcement, within the meaning of its express provisions, considered in the light of its history. No attempt has been made, to speak ex-cothedra as to every possible application of this statute, because it has been deemed the better judicial policy to apply its provisions to each case as it may arise."

It seems clear from a reading of the reported decisions, which have interpreted the New York Statutes covering the right of privacy, that there would be no liability attached to the publication of a person's picture in conection with a news or fashion article in a newspaper or magazine. The use of one's name or photograph in a news item may fairly be said to be for a public purpose and the only restraint upon such use would be that the news must not be untruthful. Of course, if the publication was continuous, a different question would arise, for in that case it could properly be said that its use was or the purpose of trade and commerce.

As to the liability of the picture service and the respective stores to which it would furnish these pictures, it is my belief that their liability would be joint. The former's liability would be based upon the fact that they had used the pictures for purposes for trade and the latter's liability would be based upon the fact that they had displayed these pictures for advertising purposes.

Theoretically at least, the statute seems to cover such sale and display of these pictures as is contemplated. The statute mentioned gives the right of privacy a considerable measure of protection in New York and there seems to be no doubt that the parties are seeking to make money out of the reputation and prominence of the various people in the fashion world. The fact that only the person's name would apear upon the picture would not seem to bring it without that part of the statute which provides that the picture shall not be used for advertising purposes, for if there is value in it sufficient to excite the cupidity of another, it is the property of his who gives the value. It is a question, however whether the statute was aimed at the unauthorized use of a name or picture of a well known person to attract attention to some article of commerce in no way connected with him. * * *

EDITOR & PUBLISHER CORRESPONDENTS IN PRINCIPAL WORLD CITIES

A

Addison, N. Y., Paul M. Wildrick, 33 Maple St.
Akron, Ohio, Herman Bonchek, Beacon Journal.
Albany, N. Y., Jerome H. Walker, Times-Union.
Atlanta, Ga., Miss Elinor Hillyer, Atlanta Journal.
Atlantic City, N. J., Atlantic City News Bureau, c/o Press Union.
Austin, Tex., S. Raymond Brooks, State Capitol, Austin (Press Room).

B

Baltimore, Md., H. S. Sherwood, Baltimore Sun.
Berkeley, Cal., C. Campbell Watson, 2132 Derley St.
Birmingham, Ala., Southern News Service, 222 Bankers Bond Bldg.
Borger, Tex., J. S. Lewis, Borger News.
Boston, Mass., C. E. Pellissier, 100 Queensbury St.
Somerville, Mass., Will A. Harwood, 200 Powderhouse Blvd.
Bridgeport, Conn., Helen Miller Shalet, Bridgeport Herald.
Buffalo, N. Y., E. V. Rast, Buffalo Chamber of Commerce.

C

Camden, N. J., Vincent Edward Clark, 119 N. Fourth St.
Charlotte, N. C., Joseph P. Watkins, Charlotte Observer.
Chattanooga, Tenn., Miss Nellie Kenyon, Chattanooga News.
Chicago, Ill., Ben Kartman, 30 North Dearborn St.
Cincinnati, Ohio, E. L. Hawes, Cincinnati Enquirer.
Cleveland, Ohio, J. H. Webb, Cleveland Plain Dealer.
Columbia, S. C., Wyatt A. Taylor, Columbia Record.
Columbus, Ohio, Bert D. Strang, 1858 Bedford Road, Upper Arlington.
Conway, Ark., James H. Glass, 208 No. Watkins.

D

Dallas, Texas, J. E. King, 311 N. Edgefield Ave.
Danville, Ill., Jack M. Williams, Lock Box 84, Commercial News.
Des Moines, Iowa, Wayne D. Weishaar, Des Moines Tribune.
Detroit, Mich., James R. Connor, Jr., Manager United Press, 711 Polk Bldg.
Duluth, Minn., Wm. V. Briggs, Duluth News-Tribune.

E

Enid, Okla., Guy P. Webb, 607 West Maple

F

Fall River, Mass., Donald P. Cole, Fall River Herald News.
Fort Worth, Tex., Robert L. Randol, Fort Worth Star-Telegram.
Fresno, Cal., O. Q. Millar, Fresno Bee.

G

Geneva, Switzerland, Albin E. Johnson, International Club, 4, Rue Monthoux.
Gloversville, N. Y., James A. Beach, Gloversville Morning Herald.
Grand Forks, N. D., W. G. Arnold, Grand Forks Herald.

H

Halifax, N. S., Canada, Miss Vega N. Dawson, 115 Morris St.

I

Indianapolis, Ind., Richard P. Overmyer, Indianapolis Star.
Indianapolis, Ray D. Everson, Indianapolis News.
Ithaca, N. Y., Lionel B. Mintz, Box 279.

J

Jackson, Mich., J. S. Hitchcock, Citizen Patriot.
Jackson, Miss., George Lemon Sugg, Jackson Daily News.
Jacksonville, Fla., Robert L. Hooker, Times-Union.
Jacksonville, Fla., J. F. Massey, Jacksonville Journal.

K

Kansas City, Mo., Ed Meisburger, Kansas City Post.
Kansas City, Mo., Louis J. Smyth, Lee Bldg.
Knoxville, Tenn., A. W. Ogden, Knoxville Sentinel.

L

Lansing, Mich., K. R. West, State Journal.
London, England, Allan Delafons, Newspaper World, 14 Cross St., Finsburry, London.
Long Beach, Cal., Harold J. Ashe, P. O. Box 247.
Los Angeles, Cal., Jackson Berger, Los Angeles Times.

M

Madison, Wis., D. D. Dunn, Madison Capital-Times.
Memphis, Tenn., Charles Eugene Fisher, Memphis Press-Scimitar.
Miami, Fla., Ferman A. Wilson, 1509 S. W. First St.
Milwaukee, Wis., John R. Wolf c/o Milwaukee Journal.
Minneapolis, Minn., Jack Welch, 4420 Grimes Ave.
Monroe, La., Miller Hollingsworth, Monroe News-Star.
Montreal, P. Q., Canada, Roy Carmichael, 487 LaSalle Road, Verdun.
Muskegon, Mich., C. D. McNamee, Muskegon Chronicle.

N

New Bedford, Mass., George A. Hough, Jr., New Bedford Standard.
New Brunswick, N. J., William H. Tunison, Jr., New Brunswick Home News
New Haven, Conn., Nathaniel Sherman, 73 Whitney Ave.
New Haven, Conn., Clarence M. Agard, P. O. Box 60.
New York, N. Y., James M. Mosely, 215 West 23rd Street, YMCA
New York City, Charlotte Ornstein, Herald-Tribune.

O

Ogden, Utah, Glen Perrins, 3463 Ogden Ave.
Oklahoma City, Okla., Ernest W. Fair, Box 64, Cap. Hill Station.
Olympia, Wash., J. L. Burton Lewis, Olympian.
Omaha, Neb., Homer H. Gruenther, 528 Peters Trust Bldg

P

Paris, France, Sydney R. Clark, International Service, 76 rue des Petits Champs, Paris, France.
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Pittsburgh, Pa., Mrs. Grayce D. Latus, 60 Methodist Bldg.
Philadelphia, Pa., Arthur Joyce, Eugene McGuckin Co., 1600 Arch St.
Plant City, Fla., Arthur G. Ivey, 106 Franklin St.
Portland, Me., H. J. R. Tewksbury, Sunday Telegram.
Portland, Ore., H. E. Thomas, Portland Oregonian.
Providence, R. I., Ralph F. Harber, Providence Journal.

Q

Quincy, Ill., Helen B. Osborn, Quincy Herald-Whig.

R

Richmond, Va., T. D. Eaton, Times-Dispatch.
Rock Island, Ill., Louis Savadge, 2412 Fifth Ave.

S

Sacramento, Cal., George D. Dean, Sacramento Bee.
Salem, Ore., D. H. Talmadge, 193 No. Commercial St.
Salt Lake City, Utah, Fred L. W. Bennett, 937 Garfield Ave.
San Antonio, Tex., C. M. Meadows, San Antonio News.
San Diego, Cal., Allen H. Wright.
San Francisco, Cal., Thomas P. Brown, P. O. Box 3667.
San Francisco, Cal., Gerald J. Mullany, San Francisco Examiner.
Santa Ana, Cal., E. Merle Hussong, Santa Ana Register.
Savannah, Ga., W. G. Sutlive, Savannah Press.
Scranton, Pa., T. J. Brislin, 1531 Electric St.
Seattle, Wash., Miss Mildred Frudenfeld, c/o School of Journalism, University of Washington.
Seattle, Wash., C. M. Littlejohn, 2523 Juneau Street.
Sioux City, Iowa, Chris Larsen, Jr., Sioux City Chamber of Commerce.
Spokane, Wash., Armin Nix, 3019 S. Tekoa St.
Springfield, Mass., C. K. Priest, Springfield Union.
St. John, N. B., Wm. J. McNulty, 23 Exmouth St.
St. Louis, Mo., Ray C. Schroeder, St. Louis Times.
St. Paul, Minn., Harry L. Pratt, Dispatch & Pioneer Press.
Syracuse, N. Y., John O. Simmons, University of Syracuse.

T

Tacoma, Wash., Harold W. Lyman, Tacoma News-Tribune.
Texarkana, Tex., Virgil S. Beck, Texarkana Gazette.
Tokyo, Japan, Paul J. Morgan, Japan Advertiser.
Toledo, Ohio, Howard Stephenson, Toledo News-Bee.
Toronto, Ont., W. A. Craick, 60 Lympstone Ave., Lawrence Park.
Trenton, N. J., Dean H. Ashton, Trenton Times.
Tulsa, Okla., Walter Biscup, Tulsa World.

V

Vancouver, B. C., Charles G. Shaw, Vancouver Province.

W

Washington, D. C., George H. Manning, National Press Bldg.
Waterbury, Conn., Niver W. Beaman, Waterbury Republican.
West Palm Beach, Fla., Robert B. Miller, Palm Beach Times.
Wilmington, Del., A. O. H. Grier, Every Evening.
Worcester, Mass., J. H. Guilfoyle, Worcester Telegram.
Worcester, Mass., R. B. Sibley, Worcester Post.

Y

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Ypsilanti, Mich., Cyril E. Lamb, 309 Ballard St.

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1,998,958 IN DECEMBER

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**Audited Daily Net Sales* 1928

January	1,840,809	July	1,956,706
February	1,884,738	August	1,940,245
March	1,894,394	September	1,962,335
April	1,907,179	October	1,989,043
May	1,919,576	November	1,977,275
June	1,930,166	December	1,998,958

NEW YORK OFFICES
Graybar Building,
420 Lexington Avenue,
New York City, U. S. A.

[*Signed*] LEVER, HONEYMAN & Co.
Chartered Accountants.

[*Signed*] LAYTON-BENNETT, CHIENE & TAIT
Chartered Accountants.

The Evening News

WORLD'S RECORD EVENING NET SALE
COVERING LONDON AND SOUTHERN ENGLAND

762,401

**Audited Net Evening Sales* 1928

January	683,659	July	797,317
February	712,874	August	753,310
March	744,496	September	761,091
April	774,552	October	750,718
May	780,117	November	755,729
June	861,835	December	773,783

NEW YORK OFFICES
Graybar Building,
420 Lexington Avenue,
New York City, U. S. A.

*The phrase NET SALE is used by English Newspapers to denote PAID DAILY CIRCULATION as used in America.

Chartered Accountants.
[*Signed*] LEVER, HONEYMAN & Co.

[*Signed*] LAYTON-BENNETT, CHIENE & TAIT
Chartered Accountants.

BRITISH SECTION

Compiled Especially for EDITOR & PUBLISHER By Allan Delafons, London Correspondent

NORMAL BRITISH-AMERICAN EXCHANGE

[British]	[American]	[British]	[American]
One Guinea equals	$5.04	One Shilling (/) equals	.24
One oPund (£) equals	4.886	One Penny (d) equals	.02

ENGLAND

CITY, POPULATION, NEWSPAPERS.	Circulation	Advertising Rates Inch	Advertising Rates Page	Editor	Proprietors	Managing Director	Advertisement Manager
LONDON, 7,476,168							
Daily Chronicle (m)	966,639*	£4	Front £600 Inside £500	.....	United Newspapers (1918) Ltd.	J. C. Akerman	Andrew Milne.
Daily Express (m)	1,505,655*	£5	£750	R. D. Blumenfeld	London Express Newspapers, Ltd.	E. J. Robertson	W. E. Tomlin.
Daily Herald (m)	300,000	30/	£162	W. Mellor	Victoria House Printing Co., Ltd.	B. Turner	M. Poyser.
Daily Mail (m)	1,989,043*	£6	Front £1,400 Inside £900	.....	Associated Newspapers, Ltd., London	.....	L. W. Hoey.
Daily Mirror (m)	1,200,000	£5.3.9.	£280	.....	.....	.....	S. A. Willmott.
Daily News & Westminster Gazette (m)	900,000	10/	Front £550 Inside £500	.....	News & Westminster, Ltd.	.....	L. Haigh Hellyer.
Daily Sketch & Graphic (m)	900,000	45/	£250	Curthoys	The Daily Sketch & Sunday Graphic, Ltd.	Will	Ulric B. Walmsley.
Daily Telegraph (m)	.....	.....	.....	.....	.....	.....	.....
Evening News	861,515*	£4	£600	A. Fitzhugh	Associated Newspapers, Ltd.	.....	L. Raftery.
Sunday Graphic	.....	.....	.....	.....	.....	.....	.....
Morning Advertiser	.....	£1	£60	F. Millman	Incorporated Society of Licensed Victuallers	H. R. Bennett	E. J. Wood.
Morning Post	110,000	£2	£250	H. A. Gwynne	Morning Post, Ltd.	Gen. Mgr., Ivor Fraser	P. Watson.
News of the World (S)	3,000,000*	£11.10/	£2,200	Sir Emsley Carr	News of the World, Ltd.	Chairman of Directors, Rt. Hon. Lord Riddell	Herbert M. Bussy.
Observer (S)	185,000*	£3	£462	J. L. Garvin	Viscount Astor	J. L. Garvin	J. M. Blanch.
The People (S)	1,750,000	£7	£917.14/	H. Ainsworth	Long Acre Press, Ltd.	.....	Arthur Phillips.
Sunday Referee	.....	25/	£192	Albert Laker	Referee, Ltd.	Sir Oswald Stoll	Capt. A. P. Anderson.
Reynolds's Illustrated News (S)	400,000	£2.5/	£200	J. Crawley	John Dicks Press, Ltd.	.....	F. James.
Star (e)	792,917*	£3	£185	Wilson Pope	Daily News, Ltd.	H. T. Cadbury	F. Simonis.
Sunday Pictorial	2,000,000	1/32 page min. £31.5/	£1,000	.....	Sunday Pictorial Newspapers (1920), Ltd.	.....	T. D. Nicholls.
Sunday Express	538,889*	£3.10.0	£500	James Douglas	Sunday Express, Ltd.	.....	L. W. Needham.
Sunday Times	.....	£3	£462	.....	Allied Newspapers, Ltd.	.....	J. Free.
The Times	186,308*	£3	£470	.....	Times Publishing Co., Ltd.	.....	.....
Weekly Dispatch	1,194,275*	£3.10.0	£539	.....	Associated Newspapers, Ltd.	.....	F. V. Keighley.
Sunday News	1,000,000	£4.10.0.	£500	J. E. Williams	United Newspapers (1918), Ltd.	.....	Arthur Richardson.
Evening Standard	.....	1⅜" = £6.5.0.	£300	G. Gilliat	Evening Std. Co., Ltd.	A. Wilson	H. T. Beasley.
(*Indicates certified net sale figures)							
BARROW-IN-FURNESS, 74,254							
Northwestern Daily Mail	.....	.....	.....	W. A. Parker	Barrow News & Mail, Ltd.	E. Foster	J. H. Smith.
BATH, 68,648							
Bath & Wilts Chronicle and Herald	22,000	5/	£50	W. E. Cox	Wessex Associated News, Ltd.	.....	E. M. Barber.
BIRMINGHAM, 919,438							
Evening Dispatch	160,000	25/	£180	N. J. Bland	Birmingham Gazette, Ltd.	Sir Charles Starmer	L. Thorneloe.
Birmingham Gazette	121,481	25/	£180	E. A. Constable	Birmingham Gazette, Ltd.	Sir Charles Starmer	L. Thorneloe.
Birmingham Mail	.....	25/	£250	H. F. Harvey	Sir Charles Hyde, Bt.	.....	.....
Birmingham Post	.....	18/	£200	.....	Sir Charles Hyde, Bt.	.....	.....
Sunday Mercury & Sunday News	.....	30/	£180	J. Fearon	Birmingham Gazette, Ltd.	Sir Charles Starmer	L. Thorneloe.
BLACKBURN, 129,000							
Northern Daily Telegraph	76,000	15/	£120	O. Wildridge	North Western Newspapers Co., Ltd.	T. P. Ritzema	A. H. Walsh.
BOLTON, 182,000							
Bolton Evening News	54,697	6/	£55	.....	Tillotsons Newspapers, Ltd.	Robert Sheppard	Robert Sheppard.
BOURNEMOUTH, 100,000							
Bournemouth Daily Echo	.....	8/	£80	.....	Southern Newspapers, Ltd.	.....	.....
BRADFORD, 285,979							
Bradford Telegraph & Argus	100,000	£1	£125	W. Fleming	Bradford & District Newspaper Co., Ltd.	Sir Charles Starmer	J. W. Teale.
Yorkshire Observer	40,000	13/	£100	C. Ogden	Bradford & District Newspaper Co., Ltd.	Sir Charles Starmer	J. W. Teale.
BRIGHTON, 200,000							
Evening Argus	.....	.....	.....	.....	.....	.....	.....
Sussex Daily News	.....	.....	.....	.....	.....	.....	.....
BRISTOL, 381,700							
Evening Times & Echo	.....	10/	.....	A. J. Spurll	Times & Mirror, Ltd.	H. W. Hawkins	E. H. Luton.
Bristol Times & Mirror	.....	8/	.....	A. J. Walker	Times & Mirror, Ltd.	H. W. Hawkins	E. H. Luton.
Bristol Evening News	.....	10/	£100	P. E. Barnes	Walter Reid & Son, Ltd.	A. A. Allen	A. A. Allen.
Western Daily Press	.....	10/	£100	G. F. Stone	Walter Reid & Son, Ltd.	A. A. Allen	A. A. Allen.
BURTON-ON-TRENT, 50,000							
Burton Daily Mail	.....	7/6	£50	A. Chapman	Burton Daily Mail, Ltd.	.....	.....
Burton Evening Gazette	.....	3/	£20	W. G. Stiles	C. A. Tresise	W. G. Stiles	W. J. Mould.
CAMBRIDGE, 59,000							
Cambridge Daily News	20,000	4/	£30	Morley Stuart	Cambridge Daily News, Ltd.	A. C. Taylor	W. L. Reynolds.
CARLISLE, 53,000							
Cumberland Evening News	12,000	3/	£25	R. N. Burgess	Carlisle Conservative Newspaper Co., Ltd.	R. N. Burgess	D. N. Ness.
CHELTENHAM, 50,000							
Gloucestershire Echo	16,000	7/6	.....	.....	Northcliffe Newspapers, Ltd.	.....	.....
COVENTRY, 130,000							
Midland Daily Telegraph	.....	.....	.....	.....	.....	.....	.....
DARLINGTON, 65,866							
Northern Echo	106,596	30/	£200	Albert Clayton	North of England Newspaper Co., Ltd.	Sir Charles Starmer	I. B. Smith.
Northern Despatch (e)	27,000	10/6	£120	W. H. Hopper	North of England Newspaper Co., Ltd.	Sir Charles Starmer	I. B. Smith.
DERBY, 131,800							
Derby Daily Telegraph	.....	6/	£50	W. J. Piper	Derby Daily Telegraph, Ltd.	W. H. Phillips	P. J. Ball.
Derby Daily Express	29,056	8/	£35	Herbert Archer	Derby Mercury & Express, Ltd.	Herbert Archer	J. W. Fitch.
EXETER, 60,000							
Devon & Exeter Daily Gazette	.....	6/	£50	F. St. George Gratwicke	Devon & Exeter Constitutional Newspaper Co., Ltd.	W. G. Willis Watson	M. S. Adams.
Exeter Express & Echo	31,000	7/	£70	Sir James Owen	Western Times Co., Ltd.	Sir James Owen	C. Splatt.
GLOUCESTER, 51,330							
Gloucester Citizen	.....	7/6	£33/15/	T. Bell	Chance & Bland, Ltd.	George H. Bland	T. Bell.
GRIMSBY, 85,000							
Grimsby Daily Telegraph	24,735	10/	£100	T. W. Symonds	Grimsby Times & Telegraph Co., Ltd.	C. J. Walker	G. Ludham.
HALIFAX, 99,129							
Halifax Courier & Guardian	30,000	10/	£80	.....	Halifax Courier, Ltd.	.....	.....
HASTINGS							
Evening Argus	.....	7/	£61.7.6.	.....	.....	.....	.....
HANLEY, Stoke-on-Trent, 300,000							
Staffordshire Sentinel	.....	.....	.....	.....	.....	.....	.....
WEST HARTLEPOOL, 66,000							
Northern Daily Mail	17,017	2/6	£30	J. E. Boyd	Northern Daily Mail Co., Ltd.	Samuel Storey	A. F. Scott.
HUDDERSFIELD, 110,120							
Huddersfield Examiner	19,750	6/	£45	Elliot Dodds	Joseph Woodhead & Sons, Ltd.	A. L. Woodhead	C. W. Parkin.
HULL, 300,000							
Daily Mail	66,315	12/	£140	E. W. Lewis	Hull Daily Mail & Times Co., Ltd.	E. Grotrian	J. Chipchase.

(Continued on page 276)

DAILY NEWSPAPERS OF GREAT BRITAIN—Circulations, Advertising Rates and Personnel

(Continued from page 275)

CITY, POPULATION, NEWSPAPERS,	Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertisement Manager
Hull Evening News	.....	12/	£80	Mark Goulden	Eastern Morning & Hull News Co., Ltd	Mark Goulden	P. N. Morton.
Eastern Morning News	.....	12/	£100	Mark Goulden	Eastern Morning & Hull News Co., Ltd	Mark Goulden	P. N. Morton.
IPSWICH, 80,000							
East Anglian Daily Times	.....	10/	£80	.....	East Anglian Daily Times Co., Ltd.	B. W. Elkington	.....
Evening Star	.....	14/	£125	.....	East Anglian Daily Times Co., Ltd.	B. W. Elkington	.....
KETTERING, 30,000							
Northamptonshire Evening Telegraph	.....	.....	.....	.....	.....	.....	.....
LEAMINGTON SPA, 29,000							
Leamington Morning News	3,000	2/	£10	S. H. Churches	Churches & Budd	S. H. Churches	S. V. Churches.
LEEDS, 490,000							
Yorkshire Post	.....	30/	£250	Arthur H. Mann	Yorkshire Conservative Newspaper Co., Ltd	Hon. Rupert E. Beckett	Sidney Henschel.
Leeds Mercury	.....	.....	.....	.....	.....	.....	.....
Yorkshire Evening News	140,000	27/	£200	W. C. Barrons	Yorkshire Liberal Newspaper & Publishing Co., Ltd	F. G. Macaskie	F. E. Cook.
Yorkshire Evening Post	.....	.....	.....	.....	.....	.....	.....
LEICESTER, 250,000							
Leicester Daily Mercury	.....	10/	£60	H. W. Bourne	F. Hewitt & Son (1929) Ltd.	F. Vernon Hewitt	G. W. Smith.
Leicester Mail	27,000	9/	£56/5/	J. H. Walker	Leicestershire Constitutional Newspaper Co., Ltd	Lt. Col. Sir Samuel Faire	Will Kitchen, Jr.
LINCOLN, 67,000							
Lincolnshire Echo	14,500	5/	£48	W. E. Rippon	Lincolnshire Publishing Co., Ltd.	S. B. Siddons	.....
LIVERPOOL, 803,118							
Daily Courier	.....	15/	£60	H. W. Seaman	C. Tinling & Co., Ltd	A. Buxhill	E. W. Booth.
Liverpool Post & Mercury	.....	£1	£168	John Mackay	Liverpool Daily Post & Echo, Ltd.	Allan Jeans	W. J. Booth.
Evening Express	.....	£1	£200	W. C. Clissit	C. Tinling & Co., Ltd	A. Buxhill	E. W. Booth.
Liverpool Echo	.....	30/	£300	E. Hope Prince	Liverpool Daily Post & Echo, Ltd.	Allan Jeans	W. J. Booth.
MANCHESTER, 964,701							
Daily Dispatch	422,688	£3	£450	E. S. Stowell	Allied Newspapers, Ltd. (Manchester)	J. D. Jeremiah	J. Murray Allison.
Evening Chronicle	330,000	£2	£320	J. W. Woodridge	Allied Newspapers, Ltd. (Manchester)	J. D. Jeremiah	J. Murray Allison.
Empire News	.....	.....	.....	.....	.....	.....	.....
Manchester Guardian	.....	25/	£200	C. P. Scott	Manchester Guardian & Evening News, Ltd	J. R. Scott	C. W. Tonge.
Manchester Evening News	.....	25/	.....	H. W. Archer	Manchester Guardian & Evening News, Ltd	T. W. Evans	W. Kellam.
Sunday Chronicle	1,031,254	£5	£800	.....	Allied Newspapers, Ltd	.....	A. Wolters Wilkin.
MIDDLESBOROUGH, 130,000							
North Eastern Daily Gazette	70,000	10/	£120	J. H. Thompson	North Eastern Newspapers (1926) Ltd	A. Pickering	T. W. Radford.
NEWCASTLE-ON-TYNE, 280,000							
Newcastle Daily Journal & North Star	.....	8/	£100	F. T. Souden	Northern Counties Conservative Newspapers, Ltd	Samuel Storey	W. Fletcher.
Evening Chronicle & North Mail	.....	.....	.....	.....	.....	.....	.....
Illustrated Chronicle	.....	.....	.....	.....	.....	.....	.....
Sunday Sun	.....	.....	.....	.....	.....	.....	.....
NORTHAMPTON, 91,000							
Northampton Daily Chronicle	.....	.....	.....	.....	.....	.....	.....
Daily Echo	20,000	5/	£56/5/	Francis Grawes	Northampton Mercury Co., Ltd.	J. R. Barker	J. R. Barker.
NORTH SHIELDS, 86,000							
Shields Daily News	.....	5/	£50	H. Taylor	Northern Press, Ltd	H. & R. C. Stevenson.	T. W. Graham.
NORWICH, 123,000							
Eastern Daily News	.....	12/	£120	A. Cozens-Hardy	Norfolk News Co., Ltd	.....	Gordon Brett.
Eastern Evening News	.....	15/	£150	A. Cozens Hardy	Norfolk News Co., Ltd	.....	Gordon Brett.
NOTTINGHAM, 262,658							
Nottingham Evening News	52,000	15/	£120	P. G. Whatnall	Nottingham Journal, Ltd	Sir Charles Starmer	J. Hughes.
Nottingham Evening Post	.....	15/	£120	.....	T. Bailey Forman	.....	.....
Nottingham Guardian	.....	12/	£100	.....	T. Bailey Forman	.....	.....
Nottingham Journal	50,000	15/	£120	R. D. Rider	Nottingham Journal, Ltd	Sir Charles Starmer	J. Hughes.
OLDHAM, 177,137							
Oldham Evening Chronicle	.....	5/	£50	W. S. Stewart	Hirst, Kidd & Rennie, Ltd	H. Hirst & C. E. Kidd	G. K. Ball.
Oldham Standard	.....	5/	.....	M. T. Hackett	Northern Daily & Weekly Newspapers (1920) Ltd	T. Selwyn Lloyd	T. Selwyn Lloyd.
PENZANCE, 13,000							
Cornishman Series.....weekly	16,000	4/	£36	John Callenso	Cornishman Newspaper Co., Ltd.	H. T. Lomas	H. Hartley Lomas.
PLYMOUTH, 209,857							
Western Independent	.....	7/	£32	R. A. J. Walling	Whitfield & Newman, Ltd	R. A. J. Walling, H. Whitfield	H. Whitfield.
Western Evening Herald	42,000	15/	£120	.....	Western Morning News Co., Ltd.	.....	.....
Western Morning News & Mercury	35,000	12/6	£150	.....	Western Morning News Co., Ltd.	.....	.....
PORTSMOUTH, 247,343							
Evening News & Southern Daily Mail	.....	.....	.....	.....	.....	.....	.....
PRESTON, 177,426							
Lancashire Daily Post	.....	.....	.....	.....	.....	.....	.....
SCARBOROUGH							
Scarborough Evening News & Daily Post	.....	6/	£50	F. C. Whittaker	Scarborough Mercury Newspaper Co., Ltd	Sir Meredith T. Whittaker	M. A. Bailey.
SHEFFIELD, 530,000							
Sheffield Daily Telegraph	69,000	15/	£150	John Oakley	Sir W. C. Leng & Co. (Sheffield Telegraph) Ltd	Sir Charles Clifford	John Kemp.
Sheffield Independent	.....	15/	£150	H. J. Staines	Sheffield Independent Press, Ltd.	Sir Charles Starmer	Walter N. Myers.
Sheffield Mail	.....	7/6	£75	H. J. Staines	Sheffield Independent Press, Ltd.	Sir Charles Starmer	Walter N. Myers.
Yorkshire Telegraph & Star	163,000	25/	£250	H. L. Cooper	Sir W. C. Leng & Co. (Sheffield Telegraph) Ltd	Sir Charles Clifford	John Kemp.
SOUTHAMPTON 200,000							
Southern Daily Echo	.....	.....	.....	.....	.....	.....	.....
SOUTH SHIELDS, 180,000							
Shields Daily Gazette	.....	6/	£60	E. S. Edwards	Northern Press, Ltd	H. & R. C. Stevenson.	T. W. Graham.
STOCKPORT, 123,315							
Cheshire Daily Echo	.....	.....	.....	.....	.....	.....	.....
SUNDERLAND, 164,000							
Sunderland Daily Echo & Shipping Gazette	43,969	5/	£70	W. Ellis	Sunderland Daily Echo Co., Ltd.	Samuel Storey	P. R. Seabrook.
SWINDON, 55,680							
Evening Advertiser		.....	.....	.....	.....	.....	.....
WEYMOUTH 24,570							
Dorset Daily Echo	.....	5/	£24	.....	Southern Newspapers, Ltd	.....	G. Stephens.
WOLVERHAMPTON, 102,373							
Express & Star	.....	9/	£112	H. J. Whittick	Midland News Association, Ltd.	J. W. Graham	C. W. Kilbourn.
TORQUAY							
Torbay Herald & Express	.....	5/	£45	R. A. Colwill	Western Times Co., Ltd. (Exeter)	Sir James Owen	C. H. Crook.
WORCESTER, 48,848							
Worcester Daily Times	12,000	5/	£50	H. G. Davey	Borrows Worcester Journal Co.	.....	W. J. Pearce.
Worcester Echo	.....	.....	.....	.....	.....	.....	.....

(*Continued on page 278*)

In England the best advertising always appears in

"PUNCH"

—"the paper that is England"

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80 FLEET STREET,
LONDON, E.C.4, ENG.

DAILY NEWSPAPERS OF GREAT BRITAIN—Circulations, Advertising Rates and Personnel

(Continued from page 276)

CITY, POPULATION, NEWSPAPERS,	Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertisement Manager
YORK, 85,000							
Yorkshire Herald	.....	12/6	£115	C. J. Bex	Yorkshire Herald Newspaper Co., Ltd.	A. M. Wiseley	E. Hewitson.
Yorkshire Evening Press	.....	12/6	£115	C. J. Bex	Yorkshire Herald Newspaper Co., Ltd.	A. M. Wiseley	E. Hewitson.
DOUGLAS—ISLE OF MAN							
Isle of Man Daily Times	.....	2/	£25	G. J. A. Brown	Brown & Sons, Ltd.	G. J. A. Brown	.....

SCOTLAND

ABERDEEN, 158,936							
Aberdeen Evening Express	80,000	12/6	£80	W. Veitch	Aberdeen Journals, Ltd.	J. A. C. Coutts	J. A. Nicol.
Aberdeen Press & Journal	35,000	12/6	£100	W. Veitch	Aberdeen Journals, Ltd.	J. A. C. Coutts	J. A. Nicol.
DUNDEE, 168,315							
Dundee Courier & Advertiser	.....	£1	£154	.....	John Leng & Co., Ltd. / D. C. Thomson & Co., Ltd.	.....	.....
Dundee Evening Telegraph & Post	.....	15/	.....	J. Buchan	D. C. Thomson & Co., Ltd.	.....	John Johnston.
EDINBURGH, 420,264							
Evening Dispatch	.....	.....	.....	.....	.....	.....	.....
Evening News	103,212	13/	£150	Walter McPhail	Edinburgh Evening News, Ltd.	G. S. Wilson	J. Thomson.
Scotsman	.....	.....	.....	.....	.....	.....	.....
GLASGOW, 1,034,174							
Bulletin	.....	12/	£42	James Davidson	George Outram & Co., Ltd.	.....	Bryce B. Morrison.
Citizen	.....	.....	.....	.....	.....	.....	.....
Daily Record	.....	£1	£80	J. Allan	Associated Scottish Newspapers, Ltd.	D. R. Anderson	H. W. Dick.
Evening News	.....	14/	£150	W. S. Ballantyne	J. M. Smith, Ltd.	D. R. Anderson	H. W. Dick.
Evening Times	241,173	18/	£200	James Willock	George Outram & Co., Ltd.	.....	Bryce B. Morrison.
Glasgow Herald	.....	25/	£250	Sir Robert Bruce	George Outram & Co., Ltd.	.....	Bryce B. Morrison.
Sunday Post	364,698	45/	.....	G. B. Duncan	D. C. Thomson & Co., Ltd.	.....	John Johnston.
GREENOCK, 81,123							
Evening Telegraph	20,000	8/	£75	A. MacDonald	Orr, Pollock & Co.	A. MacMillan	J. Lee.
PAISLEY, 84,834							
Daily Express	.....	6/	£50	D. Lochhead	W. A. Lochhead	D. Lochhead	Allan Carswell.

IRELAND

BELFAST—ULSTER, 315,492							
Irish News	.....	5/	£60	T. McCarthy	Irish News, Ltd.	.....	T. Whyte.
Belfast Telegraph	.....	12/6	£160	Rt. Hon. Thomas Moles	W. & G. Baird, Ltd.	Sir Robert Baird	W. Cassidy.
Belfast News-Letter	.....	.....	.....	.....	.....	.....	.....
Northern Whig & Belfast Post	27,000	7/6	Front £70 Inside £60	Sir Robert Lynn	Northern Whig, Ltd.	Sir Robert Lynn	R. S. Gourley.
Irish Telegraph	.....	5/	£30	Rt. Hon. Thomas Moles	W. & G. Baird, Ltd.	Sir Robert Baird	W. Cassidy.
Larne Times	.....	1/6	£25	T. L. Price	W. & G. Baird, Ltd. (Larne & Belfast)	Sir Robert Baird	W. Cassidy.
DUBLIN—IRISH FREE STATE, 400,000							
Irish Independent	129,170	15/	.....	T. R. Harrington	Independent Newspapers, Ltd.	W. Lombard Murphy	T. A. Grehan.
Evening Herald	89,263	7/6	£80	M. H. J. Brunicardi.	Independent Newspapers, Ltd.	W. Lombard Murphy	T. A. Grehan.
Sunday Independent	80,385	10/	£100	J. A. Ryce	Independent Newspapers, Ltd.	W. Lombard Murphy	T. A. Grehan.
Evening Mail	.....	10/	.....	.....	Dublin Express & Mail, Ltd.	.....	.....
Evening Telegraph	.....	.....	.....	.....	.....	.....	.....
Irish Times	.....	12/6	£160	John E. Healy	Irish Times, Ltd.	Sir John A. Arnott	J. J. Simington.
CORK, 102,000							
Cork Examiner	.....	5/6	£55	George Crosbie	Thos. Crosbie & Co., Ltd.	Geo. Crosbie	T. O'Neill.
Cork Echo	.....	3/6	£30	P. J. Kelly	Thos. Crosbie & Co., Ltd.	Geo. Crosbie	E. Looney.
WATERFORD, 28,000							
Evening News	.....	.....	.....	.....	.....	.....	.....
Evening Star	.....	.....	.....	.....	.....	.....	.....

CHANNEL ISLANDS

GUERNSEY, 40,120							
Guernsey Evening Press	6,086	4/	.....	J. S. Irish	Guernsey Press Co., Ltd.	F. F. Peck	C. W. Howitt.
The Star	.....	.....	.....	.....	Guernsey Star & Gazette Co., Ltd.	.....	.....
JERSEY, 49,474							
Morning News	.....		.....	.....	W. Ph. Le Bas	.....	.....
Evening Post	9,000	4/	£40	A. Harrison	W. E. Gutton & Co.	A. P. Querée	A. G. Harrison.

WALES

CARDIFF, 230,000							
South Wales Evening Express	.....	.....	.....	.....	.....	.....	.....
South Wales Echo	168,016	20/	£150	.....	David Duncan & Sons, Ltd.	.....	R. Powell Henry.
South Wales News & Western Mail	.....	20/	£150	Sir William Davis	Western Mail, Ltd. (Cardiff)	Sir David Hughes-Morgan	W. J. Minchinton.
NEWPORT, MON., 100,000							
South Wales Argus	.....	10/	£90	W. J. T. Collins	South Wales Argus, Ltd.	.....	G. E. Dibdin.
SWANSEA, 158,000							
South Wales Daily Post	.....	5/	£50	David Davies	South Wales Newspaper Co., Ltd.	David Davies	C. J. Bussy.
Cambria Daily Leader	.....	.....	.....	.....	.....	.....	.....

IMPORTANT BRITISH CLASS PERIODICALS

The Bystander	£1.11s.	£65	Comyns Beaumont	Illustrated Newspapers, Ltd.	Brig.-Gen. Neville Campbell	Albert E. Drayson.
Eve	£1.1s.	£55 F. M., £45 ord.	Edward Huskinson	Illustrated Newspapers, Ltd.	Brig.-Gen. Neville Campbell	R. A. L. Maltby.
The Graphic	.....	.....	.....	Illustrated Newspapers, Ltd.	Brig.-Gen. Neville Campbell	.....
Illustrated London News	.....	.....	.....	Illustrated Newspapers, Ltd.	Brig.-Gen. Neville Campbell	.....
Illustrated Sporting & Dramatic News	25/	£50	W. J. Moore	Illustrated Sporting & Dramatic Publ. Co., Ltd.	Geo. J. Maddick	Dudley C. Maddick.
The Sketch	.....	.....	.....	Illustrated Newspapers	Brig.-Gen. Neville Campbell	.....
The Sphere	31/ single 27/ series	£80 ord. single, £70 ord. series; £100 F. M. single, £90 F. M. series	J. Heitner	Illustrated Newspapers	Brig.-Gen. Neville Campbell	J. Brewsher.
The Tatler	.....	£100 F. M. (13 p. £90), £80 ord. (13 p. £70)	Edw. Huskinson	Illustrated Newspapers	Brig.-Gen. Neville Campbell	Lt.-Col. G. C. Mophett.
Country Life	22/6d.	£40 o. p., £50 facing matter	Edward Hudson	Country Life, Ltd.	Edward Hudson	Alfred Johnson.
The Field	18/	£50	.....	Field Press, Ltd.	Sir Leicester Harmsworth	Louis Demolin.
The Queen	16/8d.	£40 ord., £50 F. M.	Nora Heald	Field Press, Ltd.	Sir Leicester Harmsworth	Louis Demolin.
Punch	£5	£200	Sir Owen Seaman	Bradbury, Agnew & Co., Ltd.	.....	Miss Marion Jean Lyon.
Nation & Athenaeum	15/	£16	H. D. Henderson	The Nation, Ltd.	J. M. Keynes, Mg. dir. & Chairman	F. Buckley Hargreaves.
New Statesman	16/	£16. 16s.	Clifford Dyce Sharp.	Statesman Publishing Co., Ltd.	John H. Roberts (Manager)	H. J. A. Hoole and R. G. E. Willison, Joint Adv. Mgrs.
The Spectator	30/	£50 front cover, £45 1st p. facing text, £40 facing matter, £30 r. p.	John Evelyn Wrench.	John Evelyn Wrench	E. W. D. Chaplin	H. J. James.

The Times

SINCE 1785
GREAT BRITAIN'S
GREATEST NEWSPAPER

IT carries a greater total volume of advertising than any other newspaper published in Great Britain.

In financial, motor-car, real estate, classified, and resort and hotel advertising it easily leads.

It is the regular daily newspaper of statesmen, financiers, professional and business men, society, and is the indispensable medium for all seeking to market high-class goods in Great Britain.

THE ADVERTISEMENT MANAGER,
PRINTING HOUSE SQUARE,
LONDON, E.C.4, ENGLAND.

BRITISH ADVERTISING AGENCIES

Note—This is the most complete list of British advertising agencies ever issued, and has been compiled exclusively for EDITOR & PUBLISHER. For the purpose of convenience, Advertising Consultants not actually placing business are also included.

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Name	Address
A	
A1 Advertising Co. (1920), Ltd.	65 Chancery Lane, W. C. 2.
Abbott, W., Ltd.	32 Eastcheap, E. C. 3.
Abercorn Advtg. Agency, Ltd.	27 Chancery Lane, W. C. 2.
Abrahams, J.	190 Rumford Road, E. 7.
Adam Howard Advtg., Ltd.	7 New Square, Lincoln's Inn, W. C. 2.
Adams Bros. & Shardlow, Ltd.	72 Chiswell St., W. C. 1.
Adelphi Publicity Service	Ripple Road, Barking.
Adlets, Ltd.	20 Kingsway, W. C. 2.
Advt. Managers, Ltd.	36 Southampton St., W. C. 2.
African & Colonial Press Agency	9 Quality Court, Chancery Lane, W. C. 2.
African Publicity Service	109 Kingsway, W. C. 2.
A. G. Advtg. Novelties Co.	17 Shaftesbury Av., W. 1.
A. G. Agency	22 Basinghall St., E. C. 3.
Agence Havas, Ltd.	6 Bream's Buildings, W. C. 2.
Agence, Mitchell	182 Snow Hill, E. C. 1.
Aldridge, F.	26 Paternoster Row, E. C. 4.
Aldwych Advertising Co., Ltd.	Astor House, Aldwych, W. C. 2.
Alert Circularizing Co., Ltd.	87-93 Lamb's Conduit St., W. C. 1.
Alexander & Co.	43 Bedford St., W. C. 2.
Algar, F.	58 Gracechurch St., E. C. 3.
Allan-Cooper, E., & Co., Ltd.	15 Railway Approach, S. E. 1.
Allan's Advertising Service, Ltd.	3 Queen's Square, W. C. 1.
Alliance Advtg. Agency, Ltd.	93-94 Chancery Lane, W. C. 2.
Allied Art & Publicity, Ltd.	7 Southampton St., W. C. 1.
Amalgamated Publicity Service, Ltd.	Publicity House, Bucknall St., W. C. 2.
American Advertising Service	37 Golden Square, W. 1.
Anderson, R., & Co.	14 King William St., W. C. 2.
Andrews Publicity Service	8 Vere S., W. 1.
Argosy Service	180 Fleet St., E. C. 4.
Arks Publicity, Ltd.	63 Lincoln's Inn Fields, W. C. 2.
Armstrong, C.	150 Southampton Row, W. C. 1.
Art and Publicity Service	7 Southampton St., W. C. 1.
Ashby Service Agency, Ltd.	26 High Holborn, W. C. 1.
Ashford, Chas.	12, Lower Essex St., W. C. 2.
Associated Advertising Co.	Norfolk St., W. C. 2.
Association of Service Newspapers	1 Albemarle St., W. 1.
Atlantic Publicity Co.	Devereux Buildings, Devereux Court, W. C. 2.
Australian Advertising Agency, Ltd.	Australia House, W. C. 2.
B	
Barker, Charles, & Sons, Ltd.	31 Budge Row, E. C. 4.
Barker, Drabble & Co.	88-90 Chancery Lane, W. C. 2.
Barker, E., & Co.	13 Salisbury Square, E. C. 4.
Barney, E. W., Ltd.	Central House, Kingsway, W. C. 2.
Bartlett, P. C.	27 Southampton St., W. C. 2.
Barry-Briant, Ltd.	177 Fleet St., E. C. 4.
Bates, Alfred, & Son, Ltd.	132-4 Fleet St., E. C. 4.
Batten, F.	36 Plumstead High St., S. E. 18.
Bayliss Bros.	53a Shaftesbury Ave., W. C. 2.
Beckford, W. S., & Co.	122 Chancery Lane, W. C. 2.
Beckwith, R.	140 Streatham Ave., Streatham Hill.
Bedford, J. W.	Rolls House, Bream's Buil ings, E. C. 4.
Beer, A. P., & Son	128 Fleet St., E. C. 4.
Bench, T. C., Ltd.	Graham House, Tudor St., E. C. 4.
Benn & Cronin, Ltd.	25 Grosvenor Pl., S. W. 1.
Bennads, Ltd.	200 Hornsey Road, N. 7.
Benson, S. H., Ltd.	Kingsway Hall, W. C. 2.
Berkeley Press	Staple Inn Buildings, W. C. 1.
Bernard, A.	61 Ludgate Hill, E. C. 4.
Better-ads	262 Seven Sisters Road, N. 4.
Bewley Publicity, Ltd.	72 Oxford St., W. 1.
Bioscope Publishing Co., Ltd.	8 Charing Cross Road, W. C. 2.
Black's Advtg. Agency, Ltd.	47 New Oxford St., W. C. 1.
Blackwell Bros.	50 Parson's Green Lane, S. W. 6.
Blackwell, Major F. V.	22 Northumberland Ave., W. C. 2.
Bond, D. H.	329 High Holborn, W. C. 1.
Booklet Ads.	92 Fleet St., E. C. 4.
Bowyer, W. H.	182 Fleet St., E. C. 4.
Brady, W., & Co.	96 Victoria St., S. W. 1.
Braid, T. B.	43 Great Portland St., W. 1.
Brandis-Davis Agency	2 and 231 Strand, W. C. 2.
Bridewell Publicity Service	15 New Bridge St., E. C. 4.
Briggs & Associates, Ltd.	19 Craven St., W. C. 2.
Brindley, T. M.	Imperial Buildings, E. C. 4.
British Trades Publicity Co.	12 York Buildings, W. C. 2.
Brixton Free Press & Advertising Co., Ltd.	429 Brixton Road, S. W. 9.
Brockie, Haslam & Co.	23 Fleet St., E. C. 4.
Brook's Publicity Service	57 and 58 Chancery Lane, W. C. 2.
Brown, A. W.	39 Tothill St., S. W. 1.
Brown, E. W.	110 Cannon St., E. C. 4.
Browne, A.	69 Old Broad St., E. C. 2.
Browne, C. A. G.	17 Farringdon St., E. C. 4.
Browne, T. B., Ltd.	163 Queen Victoria St., E. C. 4.
Buckland & Co.	55 Chancery Lane, W. C. 2.
Burroughes Wellcome & Co.	Snow Hill Buildings, E. C. 4.
Burrow, E. J., & Co., Ltd.	109 Kingsway, W. C. 2.
Business Builders, Ltd.	26 Gt. Ormond St., W. C. 1.
Buttolph & Dickson	190 Strand, W. C. 2.
C	
Camden Advertising Agency	61 Fleet S., E. C. 4.
Carlton Publicity, Ltd.	Carlton House, Gt. Queen St., W. C. 2.
Carr, W. C.	9 Highbury Crescent, N. 5.
Carter, Turner & Turner & Co., Ltd.	56 Ludgate Hill, E. C. 4.
Catherall, E. H. G.	1, Gresham Building, Basinghall St., E. C. 2.
Cattell, G. H.	168 Regent St., W. 1.
Causton, Sir J., & Sons, Ltd.	9 Eastcheap, E. C. 3.
Cave's Advertising & Publicity Service	11 Gt. Turnstile, Lincoln's Inn Fields, W. C. 2.
Caxton Advertising Agency, Ltd.	11 Surrey St., W. C. 2.
Celtic Advertising Agency	57 and 58 Chancery Lane, W. C. 2.
Central News, Ltd.	5 New Bridge St., E. C. 4.
Central Press Agency	190 Strand, W. C. 2.
Central Publicity Co.	28 Percy St., W. 1.
Chadwick's Service, Ltd.	Publicity House, Bucknall St., W. C. 2.
Chancery Publicity Service	11 Southampton Buildings, W. C. 2.
Chappell, J. & Co., Ltd.	182 Whitechapel Road, E. 1.
Charterhouse Advertising Service	Charterhouse Chambers, E. C. 1.
Church Advtg. Assoc'n	36 Whitefriars St., E. C. 4.
Cinads, Ltd.	20 Kingsway, W. C. 2.
Cinema Publicity Co.	18 Featherstone Buildings, W. C. 1.
City Advtg. Agency	11 Paternoster Buildings, E. C. 4.
City Publicity Service	Marlborough House, 11 Ludgate Hill, E. C. 4.
City Studio Co.	60 Long Lane, E. C. 1.
Clackson, A. H., Ltd.	119 Fleet St., E. C. 4.
Clarendon Advertising Service	8 Craven House, Kingsway, W. C. 2.
Clark & Norman, Ltd.	166 Strand, W. C. 2.
Clark, Samson & Co., Ltd.	57 Mortimer St., W. 1.
Clarke, Ernest, & Co.	3 Paul's Bakehouse Court, E. C. 4.
Clarke, Son & Platt, Ltd.	Southampton House, W. C. 1.
Clayton, C. D., Ltd.	19 Charing Cross Road, W. C. 2.
Cleaver, Travers, Ltd.	47 Gt. Russell St., W. C. 1.
Clifton, Drew	192 Alexander Road, N. W. 8.
Clowes, Wm., & Sons, Ltd.	28 Gt. Windmill St., W. 1.
Collier, A. V.	19 Osbaldeston Road, N. 16.
Colman, Thos., & Co.	3 Arundel St., W. C. 2.
Colman's (Printing) Services, Ltd.	2 Breams Building, E. C. 4.
Colonial Technical Press, Ltd.	36-38 Southampton St., W. C. 2.
Commercial Publicity	59 New Oxford St., W. C. 1.
Commercial Publicity Co.	42 Blackfriars Road, S. E. 1.
Cook's Publicity Service	40 Maida Vale, W. 9.
Corbett, S.	18 Finsbury Park Road, N. 4.
Cornish, W. F.	2 Tudor St., E. C. 4.
Courtenay, J. W., Ltd.	12 Norfolk St., W. C. 2.
Cowie & Co., Ltd.	17 Gresham St., E. C. 2.
Cox & Pickering	3 Westminster Palace Gardens, S. W. 1.
Cox, C., & Co.	66 Gt. Portland St., W. 1.
Cramer & Co.	41 Old Compton St., W. 1.
Crane, Paget & Co., Ltd.	3 Lincoln's Inn Fields, W. C. 2.
Crawford, W. S.	233 High Holborn, W. C. 1.
Crossley & Co., Ltd.	5 Racquet Court, E. C. 4.
Curtis Agency, Ltd.	102-104 Oxford St., W. C. 1.
D	
Daco Advertising Co.	45 Bedford Road, W. C. 1.
Dale, Reynolds & Co., Ltd.	46 Cannon St., E. C. 4.
Darby's Advertising Agency, Ltd.	Australia House, Strand, W. C. 2.
Darby's Advertising Service	2 and 4 Tudor St., E. C. 4.
Davey, James, & Co.	New Inn House, Houghton St., W. C. 2.
David Allen Services	23 Buckingham Gate, S. W. 1.
Danvers, V. L.	Carlisle House, Southampton Row, W. C. 1.
Davies & Co.	95 Bishopsgate, E. C. 2.
Davies & Wild	87 Regent St., W. 1.
Davies' Publicity, Ltd.	13 Victoria St., S. W. 1.
Davis, S., & Co.	Aldwych House, Aldwych, W. C. 2.
Dawson, Wm., & Sons, Ltd.	118 Cannon St., E. C. 4.
Day, Bertram, & Co., Ltd.	9-10 Charing Cross, S. W. 1.
Day, A. C.	28-29 Temple Chambers, E. C. 4.
Deacon, Samuel, & Co., Ltd.	9 Fenchurch Ave., E. C. 3.
Denny & Co., Ltd.	157 Windsor House, S. W. 1.
De Roos, Johnson & Co.	80 Wellesley Road, N. W. 15.
Derrick, P. E., Advertising Agency, Ltd.	110 St. Martin's Lane, W. C. 2.
Dettloff, H., Ltd.	26 and 28 Sun St., E. C. 2.
Dewynter's, Ltd.	60 Haymarket, S. W. 1.
Direct Mail Advtg., Ltd.	Publicity House, Buchnall St., W. C. 2.
Dexter Publicity Service, Ltd.	4 Avenue Charles, Southampton Row, W. C. 1.
Dixon's West End Advertising Agency, Ltd.	195 Oxford St., W. 1.
Domestic Advertising Exchange	48 High St., Kingston-on-Thames.
Dorelli Advertising Co., Ltd.	181 Queen Victoria St., E. C. 4.
Dorland Agency, Ltd.	14 Regent St., S. W. 1.
Downtown, Hill and Yawsey	35 Surrey St., W. C. 2.
Drabble, Harold, Ltd.	2 Norfolk St., Strand, W. C. 2.
Drummond-Walker & Co.	83 Kingsway, W. C. 2.
Dunstan, Edgar G., & Co.	11 Lincoln's Inn Fields, W. C. 2.
E	
E. C. Advertising Co., Ltd.	54 Old Broad St., E. C. 2.
Edmondson, J. F.	77 Fetter Lane, E. C. 4.
Edwards, H.	19 Rupert St., W. 1.
Effective Publicity Co.	11 Gt. Turnstile St., W. C. 1.
Electric Advertising Clocks	162 Regent St., W. 1.
Elite Advertising Services	38 London Road, Croydon.
Elliott, S., Ad. Agency, Ltd.	10 Lancaster Place, W. C. 2.
Ellis, Chas.	61 Fore St., E. C. 2.
Elmwood, Advtg. Co.	Newport House, Gt. Newport St., W. C. 2.
Engineering Publicity Service, Ltd.	89 Kingsway, W. C. 2.
England, W., & Co.	5 Constantine Road, N. W. 3.
Entrepreneurs, Ltd.	6-7 Queen St., E. C. 4.
Erwin, Wasey & Co., Ltd.	King's Bldgs., Dean Stanley St., S. W. 1, and 19 Boulevard Malesherbes, Paris (VIIIE).
Erwoods, Ltd.	30 Fleet St., E. C. 4.
Exchange Telegraph Co., Ltd.	64 Cannon St., E. C. 4.
Express Publicity Co.	37-41 Gracechurch St., E. C. 3.
F	
Facsimile Letter Ptg. Co., Ltd.	6a Tudor St., E. C. 4.
Falcon Service, Ltd.	40-43 Norfolk St., Strand, W. C. 2.
Far Eastern Ad. Agency (London), Ltd.	36 Southampton St., W. C. 2.
Felton's Ad. Agency (1924), Ltd.	22 Church St., Shaftesbury Ave., W. 1.
Fennemore Haydon & Co., Ltd.	115 Fleet St., E. C. 4.
F. G. L. Advertising Service	60 Chandos House, Palmer St., S. W. 1.
Field's Ad. Service, Ltd.	33 Strand, W. C. 2.
Fisher, Eden & Co., Ltd.	7-8 Clement's Lane, E. C. 4.
Fletcher's Ad. Agency	113 Edgeware Road, W. 2.
Flowerdew & Co.	227 Strand, W. C. 2.
Flynn's Advertising Agency	20 High Holborn, W. C. 1.
Foot, B., & Co.	110 Charing Cross Road, W. C. 2.
Foreign Ad. Agency	47 Victoria St., S. W. 1.
Foster Wickens, Ltd.	56 Ludgate Hill, E. C. 4.
Fowler, W. H., Ltd.	70 Victoria St., S. W. 1.
Frank, Albert, & Co., Inc. (of New York)	5 New Bridge St., E. C. 4.
Frankland, C. A.	44 Bedford Row, W. C. 1.
Fretwell & Co.	5 Wine Office Court, E. C. 4.
Freeman & Co.	33 Paternoster Row, E. C. 4.
Frost-Smith & Co.	66 Finsbury Pavement, E. C. 2.
Frowert (Percival K.) Co., Ltd.	Bush House, W. C. 2.
Fuller, F. L.	99 New Bond St., W. 1.
Fuller, H. E., Ltd.	1 Southampton Row, W. C. 1.
Fulton's Marketing & Selling Organization, Ltd.	Astor House, Aldwych, W. C. 2.
G	
Ganee, A., & Co., Ltd.	6 Eldon St., E. C. 2.
Garland, S. T.	14-18 Brook St., W. 1.
General Sales Promotion, Ltd.	11-12 Pall Mall, S. W. 1.
Gerard Studios	33 Shoe Lane, E. C. 4.
George, E. Walter, Ltd.	26-27 High Holborn, W. C. 1.
Gibbs, Smith & Co.	10 High Holborn, W. C. 1.
Gilbert Advertising, Ltd.	Haxlitt House, Southampton Buildings, High Holborn, W. C. 1.
Giles, G.	146 Fleet St., E. C. 4.
Glendenning & Co.	90 Cannon St., E. C. 4.
Glover, T. J.	61 Chancery Lane, W. C. 2.
Godbold's, Ltd.	1 Clement's Inn Strand, W. C. 2.
Goldberg Advertising Agency, Ltd.	109 Kingsway, W. C. 2.
Goldsmith, W., Co.	46 Lincoln's Inn Fields, W. C. 2.
Goddard, Watts, Ltd.	3 Broadway, Ludgate Hill, E. C. 4.
Goodall, B. L.	9 Southampton St., W. C. 1.
Good Advertising, Ltd.	43 Upper Berkeley St., W. 1.
Goodman, Raven & Co., Ltd.	19 Charing Cross Road, W. C. 2.
Gordon Advertising Agency	Whitehall Place, S. W. 1.
Gordon & Gotch, Ltd.	Gordon House, Farringdon St., E. C. 4.
Goring, J. H., Advertising	Graham House, Tudor St., E. C. 4.
Gosden, D., & Co.	11 Henrietta St., W. C. 2.
Gosnay Advtg. Co.	57 Long Acre, W. C. 2.
Gould & Portmans, Ltd.	6 Bloomsbury St., W. C. 1.
Graham, Alan, & Co., Ltd.	151 Fleet St., E. C., 4.
Grantley & Co., Ltd.	48 Leicester Sq., W. C. 2.
Greenly's Ltd.	5 Chancery Lane, W. C. 2.
Griffiths & Millington, Ltd.	22 Wellington St., W. C. 2.
Griffiths & Weller, Ltd.	3 Grosvenor Gardens, S. W. 1.
Gude's Commercial Art & Advertising Service	15 King St., St. James's, S. W. 1.

(Continued on page 282)

Britain's Supreme Domestic Daily Newspaper

Every morning the Daily Mirror enters well over a million better class homes throughout Great Britain where it is studied for its pictures, its vital news briefly stated, its brilliant financial article, and then it is left at home for the mistress of the household to read, for everywhere it is recognised as *her* paper. She it is who must cater for the needs of the family in food. She it is who directs the spending in maintenance and improvement of the home. The advertisement columns of the Daily Mirror are her shopping guide. In them she finds many a helpful hint, many a bright idea. You can reach the homes of Great Britain most effectvely through the—

DAILY MIRROR

* * *

S. A. WILLMOTT, *Advertisement Manager*
Geraldine House, Rolls Buildings
Fetter Lane, London E. C. 4

ADVERTISING AGENCIES OF GREAT BRITAIN

(Continued from page 280)

Name	Address
H	
Haddon, John, & Co.	11-12 Salisbury Square, E. C. 4.
Halcyon Publicity, Ltd.	15 York Buildings, Adelphi, W. C. 2.
Hale, Cook & Coppitt, Ltd.	Sentinel House, Southampton Row, W. C. 1.
Hales, F. A. H., Ltd.	3 Clement's Inn, Strand, W. C. 2.
Hammond, Aubrey W.	Fulwood House, W. C. 1.
Hampton's Advtg. Agency	14-16 Whitcomb St., W. C. 2.
Hannaford & Goodman, Ltd.	57 Ludgate Hill, E. C. 4.
Hannam's Billposting, Ltd.	93 Merton Road, S. W. 19.
Hardy, Roy, Ltd.	292 High Holborn, W. C. 1.
Harman-Featherstone, Ltd.	11 Garrick Street, W. C. 2.
Harrods, Ltd.	32 Hans Crescent, S. W. 1.
Hart, E. C., & Co.	93-94 Chancery Lane, W. C. 2.
Hart & Harford, Ltd.	12 Henrietta Street, W. C. 2.
Hart, J., & Co.	6 Arundel Street, W. C. 2.
Harvey Bros.	171 Queen Victoria Street, E. C. 4.
Harvey, E. M.	8 Broad St., Chas., Bow Street, W. C. 2.
Harvey, Walton, Ltd.	147 Fleet Street, E. C. 4.
Harvey-Atkin Advtg. Representation	4 Duke Street, Adelphi, W. C. 2.
Harwood, E. W., & Co.	21 Warwick Lane, E. C. 4.
Hastings, A.	17 Surrey Street, W. C. 2.
Hazell, Watson & Viney, Ltd.	52 Long Acre, W. C. 2.
H. C. Publicity Service	22 Buckingham Street, W. C. 2.
Hearn's Advertising Service	58a High Street, Willesden, N. W. 10.
Heathcote's Advertising Agency	59 St. Margaret's Road, Ilford.
Herbert Publicity, Ltd.	90 Charing Cross Road, W. C. 2.
Higham, Charles F., Ltd.	Imperial House, Kingsway, W. C. 2.
Hill, E. I.	29 Ludgate Hill, E. C. 4.
Hill, W., & Co., Ltd.	67 Southampton Row, W. C. 1.
Hill, Leonard	173 Fleet Street, E. C. 4.
Hodges, Watson & Lipscomb	40 Norfolk Street, W. C. 2.
Holford-Bottomley Advertising Service, Ltd.	23 King Street, E. C. 2.
Holman (Laurance) Advertising Service	30 Bedford Square, W. C. 1.
Home & Abroad Publicity Co., Ltd.	91 Regent Street, S. W. 1.
Home, H., & Sons	7 Warwick Court, W. C. 1.
Hooper and Batty, Ltd.	15 Walbrook, E. C. 4.
Horncastle's Advt. Offices	60 Cheapside, E. C. 2.
Hotel & General Advtg. Co., Ltd.	Temple House, Tallis Street, E. C. 4.
Houghham Service, Ltd.	10 New Court, Lincoln's Inn, W. C. 2.
Hubert Cunningham Service	333 Gray's Inn Road, W. C. 1.
Hunter, Edw. & Co.	15-19 Kingsway, W. C. 2.
Hutchins & Harris, Ltd.	Windsor Ho., Victoria Street, S. W. 1.
Huxley, W. G.	18 Southwark Street, S. E. 1.
Hyams, A., & Co.	13 Arundel Street, W. C. 2.
I	
Imperial Advtg. Agency	418 Strand, W. C. 2.
Industrial Publicity Service, Ltd.	4 Red Lion Court, E. C. 4.
International Trade Developer, Ltd.	25 Victoria Street, S. W. 1.
Invicta Signs	2a London Road, E. 5.
J	
Jackson, E. H., & Co.	19 Cullum Street, E. C. 3.
Jarvis, L. J.	12 Norfolk Street, W. C. 2.
Johnson, C., & Co.	10 Rosebery Avenue, E. C. 1.
Judd, Walter, Ltd.	47 Gresham Street, E. C. 2.
K	
Kay Burlington's, Ltd.	100 Victoria Street, S. W. 1.
Kelly, G., & Co.	14 Victoria Street, S. W. 1.
Keymer, D. J.	36-38 Whitefriars Street, E. C. 4.
King, J. G., and Son	10 Bolt Court, E. C. 4.
Kingsway Press Advtg. Service, Ltd.	13 Southampton Street, W. C. 1.
Knight, Arthur, Co., Ltd.	55-56 Chancery Lane, W. C. 2.
L	
Laidlaw Publicity	163a Strand, W. C. 2.
Lambert, Arthur, Ltd.	10-12 Ludgate Hill, E. C. 4.
Lamson Agency, Ltd.	12 St. Mary Ave., E. C. 3.
Laughton and Co., Ltd.	3 Southampton Street, W. C. 2.
Law Land Publicity Dept. Co.	30 Norfolk Street, Strand, W. C. 2.
Lawrence, T. B. (Press Advtg.), Ltd.	1 Arundel Street, W. C. 2.
Lawrie Service	13 Bream's Buildings, E. C. 4.
Lazenby, Ltd.	57-59 Victoria Street, S. W. 1.
Leathwaite and Simmons	34 Throgmorton Street, E. C. 2.
Leigh-Breton Ad. Service, Ltd.	87 Regent Street, W. 1.
Leopold, A., & Co.	531 Holloway Road, N. 19.
Letterbox Service Co.	Regent Ho., Regent Street, W. 1.
Leyfield, M., & Co., Ltd.	30 Craven Street, W. C. 2.
Lile, John H., Ltd.	4 Ludgate Circus, E. C. 4.
Local Trade Publications, Ltd.	93 Chancery Lane, W. C. 2.
London Advtg. Contractors	79 Rosebery Avenue, E. C. 1.
London Advtg. Service	4a Theberton Street, N. 1.
London and Provincial Agency, Ltd.	104 High Holborn, W. C. 1.
London Press Exchange, Ltd.	110 St. Martin's Lane, W. C. 2.
London Service Agency, Ltd.	18 Holborn Viaduct, E. C. 1.
Long, Hiram, Ltd.	4 Roan Street, Greenwich, S. E. 10.
Longman's Billposting, Ltd.	474 King's Road, S. W. 10.
Lord and Thomas, Ltd.	Surrey Ho., Victoria Embankment, W. C. 2.
M	
McCave, B. A.	177 Fleet Street, E. C. 4
McCorquodale & Co., Ltd.	15 King Street, E. C. 2.
McDougall, Thomas, Ltd.	44 and 46 Kingsway, W. C. 2.
McGregor, A. G.	56 Avenue Chambers, W. C. 1.
McKim, A., Ltd.	6 Norfolk Street, W. C. 2.
McLaren and Sons, Ltd.	38 Shoe Lane, E. C. 4.
Magnet Advtg. Co.	12a Manor Road, N. 16.
Mallison and Richards	199b Temple Chambers, Temple Avenue, E. C. 4.
Mann, F. C.	36 St. Andrew's Hill, E. C. 4.
Markhams, Ltd.	37 High Holborn, W. C. 1.
Marlborough, E., & Co., Ltd.	51 Old Bailey.
Marshall Advtg. Service, Ltd.	150 Southampton Row, W. C. 1.
Marsh, G. A.	Oxford Circus Ho., 245 Oxford Street, W. 1.
Martin & Carter	112 New Oxford Street, W. C. 1.
Martin's Scientific Advtg. Agency Service	113 Kingsway, W. C. 2.
Mason Bros.	Manor Road, S. E. 25.
Mason, Frank, & Co., Ltd.	3 Clement's Inn, W. C. 2.
Massey, R.	106 Victoria Street, S. W. 1.
Massip, Jean, & Co., Ltd.	143 Fleet Street, E. C. 4.
Mastin, S. L. A.	72 Charterhouse Chas., E. C. 1.
Mather and Crowther	10-13 New Bridge Street, E. C. 4.
Matthews, Alex., & Co.	93 Chancery Lane, W. C. 2.
May's Advertising Agency, Ltd.	26 Bedford Street, Strand, W. C. 2.
May, J. E.	68 Fleet Street, E. C. 4.
Mayence, E. L., & Co.	19 Ludgate Hill, E. C. 4.
Mayfair Advertising Service, Ltd.	10 Dover Street, W. 1.
Meerloo Puby. Service, Ltd.	14 New Cavendish Street, W. 1.
Merritt Service	46 Charing Cross, S. W. 1.
Metropolitan Advtg. Co., Ltd.	22 Church Street, Shaftesbury Avenue, W. 1.
Miller, G. P.	Abbey House, Victoria Street, S. W. 1.
Milton Ad. Agency, Ltd.	2 Broad Court, Bow Street, W. C. 2.
Misgni, Gooderham & Young, Ltd.	40 Chancery Lane, W. C. 2.
Mitchell, C., & Co., Ltd.	1 Snow Hill, E. C. 1.
Moore, A. J.	34 Westow Street, S. E. 19.
Moorgate Publicity Co., Ltd.	30 Ludgate Hill, E. C. 4.
Morgan, A. R.	3 Denman Street, W. 1.
Morison, J. K.	30 Ludgate Hill, E. C. 4.
Morley's Press Service	33 Chancery Lane, W. C. 2.
Morris & Groves	7 Rolls Passage, W. C. 2.
Morris Advertising Service	73 East Street, Manchester Square, W. 1.
Morris, T. W., Ltd.	104 High Holborn, W. C. 1.
Morrison, C. D.	31 High Holborn, W. C. 1.
Mortons	2a Hand Court, W. C. 1.
Mosse, Rudolph, Ltd.	125 Strand, W. C. 2.
Muller, Blatchly, & Co., Ltd.	84 Queen Victoria Street, E. C. 4.
Municipal Agency, Ltd.	13 Victoria Street, S. W. 1.
Munro, H. N.	Evelyn House, 62 Oxford Street, W. 1.
Murgatroyd, A. H.	62 Fleet Street, E. C. 4.
Mutual Advtg. Agency, Ltd.	29 Ludgate Hill, E. C. 4.
N	
Nash & Alexander, Ltd.	103 Kingsway, W. C. 2.
National Display Service	[illegible] Aldwych, W. C. 2.
National Publicity Agency	29 Charing Cross, S. W. 1.
National Publicity Co., Ltd.	167 Strand, W. C. 2.
Nelson, G. F.	Laurence Pountney Lane, E. C. 4.
Newfleet Co.	53 Fleet Street, E. C. 4.
Newbury, Francis, & Sons, Ltd.	27 Charterhouse Square, E. C. 1.
New Year Advertising Agency	12 Archer Street, W. 1.
Newton & Co.	110 Strand, W. C. 2.
Norman Bright Publicity	19 Villiers Street, W. C. 2.
O	
Odhams Press, Ltd.	57-59 Long Acre, W. C. 2.
Ogden and Spencer, Ltd.	1 New Court, W. C. 2.
Organized Publicity, Ltd.	82 Victoria Street, S. W. 1.
Osborne-Peacock Co., Ltd.	Lincoln House, High Holborn, W. C. 1.
Outdoor Publicity, Ltd.	8 Charing Cross Road, W. C. 2.
Overseas Publicity & Service Agency	9 Quality Court, W. C. 2.
Owen, Arthur, J., Ltd.	36 Southampton Street, W. C. 2.
P	
Paddington Advertising Co.	37 Spring Street, W. 2.
Palmer, Newbould & Co.	5 Clements Inn, Strand, W. C. 2.
Palmer's Publicity Service	69 Fleet Street, E. C. 4.
Paragon Publicity Co.	10 Duke Street, W. C. 2.
Parker's Advertising Agency	24 Buckingham Street, W. C. 2.
Parr's Advertising Service, Ltd.	Craven House, W. C. 2.
Parry & Co.	Pinners Hall, Austinfriars, E. C. 2.
Partington Advertising Co., Ltd.	Victoria Embankment, W. C. 2.
Patrol Publicity Co.	8 Red Lion Square, W. C. 1.
Pavement Publicity, Ltd.	Bush House, W. C. 2.
Payne-Jennings Publicity	6 Vigo Street, W. 1.
Pemberton, Alfred, Ltd.	187 Piccadilly, W. 1.
Pethick, V.	184 Fleet Street, E. C. 4.
Phoenix Industrial Services, Ltd.	12 London Wall, E. C. 2.
Pictorial Publicity Co., Ltd.	43 Belvedere Road, S. E. 1.
Pool's Advtg. Service, Ltd.	180 Fleet Street, E. C. 4.
Postal Advtg. Co.	58 New Bond Street, W. 1.
Potter, F. E., Ltd.	Imperial House, Kingsway, W. C. 2.
Practical Publicity, Ltd.	3 Duke Street, W. C. 2.
Pratt & Co. (Advertising), Ltd.	51 Chancery Lane, W. C. 2.
Press & General Publicity Service	2 Stonscutter Street, E. C. 4.
Press Services, Ltd.	29 Farringdon Street, E. C. 4.
Pretbury, S., & Co.	87 Charing Cross Road, W. C. 2.
Printers' Advertising Agency, Ltd.	46 Bloomsbury Street, W. C. 1.
Productive Publicity Service	69 Fleet Street, E. C. 4.
Provincial Telephone Directory Co., Ltd.	120 Victoria Street, S. W. 1.
Publicity, Ltd.	22 Gt. Tower Street, E. C. 3.
Publicity Specialists, Ltd.	329 High Holborn, W. C. 1.
Q	
Quinn, H. O.	151 Fleet Street, E. C. 4.
R	
Radclyffe's	65 Victoria Street, S. W. 1.
Radford, G., Advertising Agency, Ltd.	10 Great Queen Street, W. C. 2.
Radio Advertising, Ltd.	151 Queen Victoria Street, E. C. 4.
Radio International Publicity Services, Ltd.	40 Beaumont Street, W. 1.
Railway, Tramway and Bus Advtg. Co.	19 Broad Court, W. C. 2.
Rawkins, D.	60 Queen Victoria Street, E. C. 4.
Raymond Technical Publicity, Ltd.	8 Clifford's Inn, E. C. 4.
Ray's Advtg. Agency, Ltd.	19 Cecil Court, Charing Cross Road, W. C. 2.
Read Publicity Co., Ltd.	Dog and Dick Yard, Princeton Street, W. C. 1.
Regent Advtg. Co., Ltd.	28a Little Street, Andrew Street, W. C. 2.
Regent Advertising Service, Ltd.	165 Moorgate, E. C. 2.
Reid, E. J., & Co., Ltd.	35 Gordon Square, W. C. 1.
Reuters, Ltd.	24 Old Jewry, E. C. 2.
Reynell & Son	44 Chancery Lane, W. C. 2.
Richter Advtg. Agency	156 Charing Cross Road, W. C. 2.
Ridgeway Press	Longway Road, S. W. 17.
Ritchie & Darling	11 Queen Victoria Street, E. C. 4.
Rigg, G. E.	62 Oxford Street, W. 1.
R. G. C. Panels, Ltd.	13 Brecknock Road, N. 7.
Rittenberg, Max	33 Henrietta Street, W. C. 2.
Roberts, E.	29 Colenso Road, Ilford.
Roberts, B. & Co., Ltd.	1 Newport House, Gt. Newport Street, W. C. 2.
Robinson, W. E.	47 Fleet Street, E. C. 4.
Roe, Thomas, and Co.	26 Shaftesbury Avenue, W. C. 1.
Roebuck's Advtg. Service	38 Craven House, W. C. 2.
Rogers, L. V.	358 Strand, W. C. 2.
Rosselli, C. and Co.	8 Henrietta Street, W. C. 2.
Rowley, C., Ltd.	53 Avenue Chambers, Vernon Place, W. C. 1.
Ruddock, Noller, & Ruddock	3 Old Jewry, E. C. 2.
Russell, H. G. and Co.	Albion House, New Oxford Street, W. C. 1
Russell, Stanley and Co.	Colonial House, S. E. 1.
Russell, T.	Clun House, Surrey Street, W. C. 2.
S	
St. James's Advertising & Publishing Co., Ltd.	108-112 St. Martin's Lane, W. C. 2.
St. Paul's Advtg. Service, Ltd.	120 Moorgate, E. C. 2.
Samson Clark & Co., Ltd.	57-61 Mortimer Street, W. 1.
S. A. S., Ltd.	1 Gower Street, W. C. 1.
Savage, Major A. C.	7-8 Norfolk Street, Strand, W. C. 2.
Savidge, S. L.	54 Hitherfield Road, S. W. 16.
Saw, W. B.	4 Craven House, W. C. 2.
Saward, Baker and Co., Ltd.	27 Chancery Lane, W. C. 2.
Sawkin's Advtg. Service	20 Hanover Square, W. 1.
Scheff Publicity Organisation, Ltd.	Astor House, Aldwych, W. C. 2.
Schroeder, E. and Co.	1 Trump Street, E. C. 2.
Scott	19 Tamworth Road, Croydon.
Scott Advtg. Service, Ltd.	Craven House, Kingsway, W. C. 2.
Scott, T. G., and Sons	63 Ludgate Hill, E. C. 4.
Scripps, C. F., and Co.	13 South Molton Street, W. 1.
Scriven, Wilfred, Ltd.	5 Clement's Inn, Strand, W. C. 2.
Search-Light Publicity Co.	125 High Holborn, W. C. 1.
Sears, F. W.	66 Chandos Street, W. C. 2.
Secretarial Co. & General Advtg. Agency, Ltd.	177 Fleet Street, E. C. 4.
Sell, Charles	8 Red Lion Square, W. C. 1.
Sells, Ltd.	168 Fleet Street, E. C. 4.

(Continued on page 283)

ADVERTISING AGENCIES OF GREAT BRITAIN

(Continued from page 282)

Name	Address
Service Advertising Co., Ltd.	2 Norfolk Street, W. C. 2.
Shaddock, J. P.	Fitzalan House, Arundel Street, W. C. 2.
Sharland and Co.	Eldon Street House, E. C. 2.
Shaw & Blake, Ltd.	8 Bell Yard, Temple Bar, W. C. 2.
Shaw, Wardlaw & Co., Ltd.	38 Grosvenor Place, S. W. 1.
Shelley, G. H.	11 Crooked Lane, E. C. 4.
Simmons, M., and Co.	30 Fleet Street, E. C. 4.
Siviter Smith, V. and Co., Ltd.	Premier House, 15 Southampton Row, W. C. 1.
Skinner, Walter, Ltd.	15 Dowgate Hill, E. C. 4.
Smartad Service Agency, Ltd.	2 Ave Maria Lane, E. C. 4.
Smith Dalby-Welch, Ltd.	Gresham House, Old Broad Street, E. C. 2.
Smith, Denne and Moore, Ltd.	Southampton Row, W. C. 1.
Smith, G., & Co., Ltd.	72 Fleet Street, E. C. 4.
Smith, James, Ltd.	3-4 Lincoln's Inn Field, W. C. 2.
Smith, Sturgis & Moore, Inc.	150 Southampton Row, W. C. 1.
Smith, W. H., & Son, Ltd.	Strand House, Portugal Street, W. C. 2.
Smith, R. Frost and Co.	66 Finsbury Pavement, E. C. 2.
Smith, Sydney W.	52 Bedford Street, W. C. 2.
Smith, W. S.	Leadenhall House, Leadenhall Street, E. C. 3.
Smith's Advtg. Agency	100 Fleet Street, E. C. 4.
Softlaw, W. R.	62 Bank Chambers, High Holborn, W. C. 2.
South American Press, Ltd.	101 Fleet Street, W. C. 2.
Solosigns, Ltd.	Gloucester House, 19 Charing Cross Rd., W. C. 2.
Southcombe, W. J.	167 Strand, W. C. 2.
Spottiswoode, Dixon and Hunting, Ltd.	Kingsway Hall, W. C. 2.
Squire, H., and Co.	Stafford House, Norfolk Street, W. C. 2.
Steele's Ad. Service, Ltd.	Norfolk House, W. C. 2.
Stephen's Advtg. Service, Ltd.	1 New Court, Lincoln's Inn, W. C. 2.
Stephens, F. W., and Co.	22-24 Scrutton Street, E. C. 2.
Spier's Service, Ltd.	115 Fleet Street, E. C. 4.
Steamship Advtg., Ltd.	31 High Holborn, W. C. 1.
Still, W., & Sons, Ltd.	31 Charles Street, E. C. 1.
Stilwell & Co., Ltd.	29a Charing Cross Road, W. C. 2.
Storey, Evans and Co., Ltd.	Red Lion Square, W. C. 1.
Street, G., and Co., Ltd.	6 Gracechurch Street, E. C. 3.
Stuart Advtg. Agency, Ltd.	Kingsway House, W. C. 2.
Stronach, L. A., & Co. (India), Ltd.	27 Chancery Lane, W. C. 2.
Summer-Molen Co.	8-9 Sherwood Street, W. 1.
Sykes, T. Dunill, Ltd.	329 High Holborn, W. C. 1.

T

Tanner, A. E., and Co.	93 Chancery Lane, W. C. 2.
Tavistock Advtg. Agency	11 Tavistock Square, W. C. 1.
Technical Advtg. Service, The	Fitzalan House, Arundel Street, W. C. 2.
Technical and General Advtg. Agency, Ltd.	84 Queen Victoria Street, E. C. 4.
Thomas, G.	Tabley Road, N. 7.
Thomas Smith's Billposting, Ltd.	61 Frith Street, W. 1.
Thompson, Ell F.	Avenue Chas., Southampton Row, W. C. 1.
Thompson, J. Walter Co.	Bush House, Aldwych, W. C. 2.
Thrower, S.	20 Imperial Buildings, Ludgate Circus, E. C. 4.
Tofts, T.	93 Chancery Lane, W. C. 2.
Trade Extension Co., Ltd.	10 Lancaster Place, W. C. 2.
Travelling Electric Night Signs, Ltd.	10 Essex Street, W. C. 2.
Tray-Ads, Ltd.	18 Charing Cross Road, W. C. 2.
Tremayne, A., Ltd.	26 Old Street, E. C. 1.
Trenner, S., & Son	76 Gray's Inn Road, W. C. 1.
Tucker, W. R. G.	88 Avenue Chas., Southampton Row, W. C. 1.
Turner, W.	53 Borough High Street, S. E. 1.
20th Century Publicity Service	28 Watling Street, E. C. 4.

U

United Advtg. Service, Ltd.	27 Chancery Lane, W. C. 2.
United Kingdom Advtg. Co., Ltd.	25 Shaftsbury Avenue, W. 2.

V

Van, Alex, & Co.	31 Craven Street, W. C. 2.
Vernon, C., & Sons, Ltd.	38 Holborn Viaduct, E. C. 1.
Vickers, J. W., and Co., Ltd.	24 Austin Friars, E. C. 2.
Vickery, Kyrle, & Co., Ltd.	310 Regent Street, W. 1.
Victoria Ad. Service	13 Victoria Street, S. W. 1.
Vincent & Worth	50 Whitcomb Street, W. C. 2.

W

Walgo Publicity Service	49a Hamfrith Road, Stratford, E. 15.
Walker, C. J.	24 Coleman Street, E. C. 2.
Walker, J. M., and Co. (Advtg., Ltd.)	Aldwych House, Aldwych, W. C. 2.
Waller, Publicity, Ltd.	14 George Street, Hanover Square, W. 1.
Watkinson and Co.	115 High Holborn, W. C. 1.
Watts, Goddard, Ltd.	3 Broadway, Ludgate Hill, E. C. 4.
Weedon, Thos.	1 Litchfield Street, W. C. 2.
Weiner, J., Ltd.	128 Long Acre, W. C. 2.
West Central Advtg. Offices	6 Bloomsbury Street, W. C. 1.
West End Advtg. Agency, Ltd.	195 Oxford Street, W. 1.
Westminster Advtg. Service, Ltd.	Addison House, Bedford Street, W. C. 2.
White, R. F., and Son	33 Fleet Street, E. C. 4.
Whitehall Advtg. Service	32 Charing Cross, S. W. 1.
Wicks, G., and Co.	296 Hachney Road, E. 2.
Wilcox, W. J., and Co.	Locksley Street, E. 14.
Wildman, A. S.	317 High Holborn, W. C. 1.
Wildon, L., and Co.	63 Leatherwaite Road, S. W. 11
Wilkes Bros. & Greenwood, Ltd.	26 Rushwood Street, S. E. 1.
Wilkes, Jeffrey, and Co., Ltd.	29 Ludgate Hill, E. C. 4.
Williams, F. E., Publicity Service	13 Red Lion Square, W. C. 1.
Williams Publicity Co.	45 Chancery Lane, W. C. 2.
Willing, James, Ltd.	30 King Street, W. C. 2.
Willings (James Willing, Ltd.)	33 Knightsbridge, S. W. 1.
Willing and Co., Ltd.	362-4 Gray's Inn Road, W. C. 1.
Willmore, J., and Co.	1 Chiswell Street, W. 1.
Wills, Ltd.	Lincoln House, Holborn, W. C. 1.
Wilson, A. J., and Co., Ltd.	154 Clerkenwell Road, E. C. 1.
Wilson, Wm., & Co.	88 Upper Kennington Lane, S. E. 11.
Wilson, F.	101 Hatton Garden, E. C. 1.
Wilson, J. H.	185 Fleet Street, E. C. 4.
Windsor Studios	53 Aldersgate Street, E. C. 1.
Window Display Co.	57 Kingsway, W. C. 2.
Winsley Press Agency, Ltd.	5 Winsley Street, W. 1.
Winter Thomas Co. (1926), Ltd.	31 Gt. Queen Street, W. C. 2.
Wood & Penfold, Ltd.	107 Bishopsgate, E. C. 2.
W. M. Publicity Service, Ltd.	Caxton House, Tothill Street, S. W. 1.
Wood, S. A.	New Oxford Street, W. C. 1.
Woodwright Publicity and Press Service, Ltd.	150 New Bond Street, W. 1.
World Service, Ltd.	3-7 New Street Square, E. C. 4.
World's Advtg. Co. (1911), Ltd.	11 Old Jewry Chas., E. C. 2.
Wright, S. H., & Co.	44 Bedford Row, W. C. 2.

Y

Younger Publicity Service, Ltd.	128 Shaftesbury Avenue, W. 1.

AYLESBURY

Fraine, A. L., de, & Co., Ltd.	5 Walton Street.

BATH

Moody, F., & Co.	1 Somerset Street.

BIRCHINGTON, KENT

Lindo, R. H.	The Square.

Name	Address

BIRMINGHAM

Adcraft, Ltd.	3-5 Edmund Street.
Argus Advertising Agency, Ltd.	50 Summer Row.
Ashford, Charles	12 Lower Essex Street.
Bertram, G. N.	Newspaper House, Corporation Street.
Biddle Bros. & Taylor	23 Temple Row.
Blackmore's Agency	Victoria Buildings, Temple Row.
Butler & Co., Basil	45 Gt. Charles Street.
Burt Bros. & Co.	24 Spencer Street.
Carlyle Advertising Service	44 Constance Row, Edgbaston.
Clinton-Wall Publicity, Ltd.	County Chambers, Corporation Street.
Cuthbertson, L. A.	7 Waterloo Street.
Dugan Publicity Service	Corporation Street.
Davis, Basil & Co.	244 Galton Road, Warley.
Earl, Charles E.	95 New Street.
Forward Publicity Co.	10 Temple Row.
General Advertising Service, Ltd.	13 Lower Priory.
Glenallen, Ltd.	105 Colmore Row.
Grayston, T. Harold	Nelson Chambers, 52 High Street.
Heath, H., Ltd.	Brigstock Road, Thornton Heath.
Holden & Co., A. N.	Grosvenor Buildings, Steelhouse Lane.
Hughes, C.	35 Southam Road, Hall Green.
King Publicity Co., Ltd.	22 Church Street.
Lisle, Charles E.	9 Gt. Charles Street, Birmingham.
Midland Press Exchange, Ltd.	58-59 Chamber of Commerce Buildings.
Mundy, Gilbert & Trotman	86 New Street.
Orst, A.	52 Leyton Road, Handworth.
Parker, Maurice G.	Suffolk House, Suffolk Street.
Philips & Cheatle, Ltd.	9 Edmund Street.
Ruston, R., & Co.	58 Chamber of Commerce Buildings.
Scott, R. H.	6 Livery Street.
Shaw, W. H.	27 Bordesley Street.
Sheffields, Ltd.	Publicity House, Cornwall Street.
Siviter, Smith Service, Ltd.	Siviter House, Ludgate Hill.
Smith, George J., & Co.	20 Easy Row.
Smith, W. H., & Sons	34 Union Street.
Stavely, Wm., & Co.	Ludgate Hill Corner.
Stevens, P. J.	23 Orchard Road, Erdington.
Turner, Percy W., & Co., Ltd.	27 Summer Row.
Thompson, A. W.	15 Summer Row.
Toon, S. D., & Heath, Ltd.	8 Holborn Chambers, Broad Street Corner.
Trout, Lawson E.	12 Bull Street.
Taylor, Ltd., H. Cecil	15 Grosvenor Buildings, Steelhouse Lane.
Wall, F. W.	Warwick Chambers, Corporation Street.
Westwood, George H.	32 Newton Road.

BOSTON

Goddards Advertising Agency	8 Emery Lane.

BLACKPOOL

Holt Service	20 Coronation Street.
Horsfall Advertising Co.	4 Queen Street.
Langford & Co.	Langford House, Caunce Street.
Sharples, Thomas	Britannia Place, South Shore.

BOLTON

G. W. Advertising Service	Publicity House, 29a Newport Street.
Robey, John F., Advertising Service	Loxham Street, Great Lever.
Wood, F. A.	127 St. George's Road.

BRADFORD

Anderson's Advertising Agency	Bank Chambers, Town Hall Square.
Dean, Melton, & Co., Ltd.	16 Sunbridge Road.
Goldsbrough, A., Ltd.	27 Charles Street.
Hardy Marshall Service, Ltd.	Chariot Ho., Thurnscoe Rd., Manningham, La.
Hearth, C., Ltd.	12 Market Street.
Richardson Service, Thorpe	55 Goodwin Street, Bradford.
Williams Advertising Offices	29 Kirkgate.

BRIGHTON

Clayton & Co.	94 Queens Road.
Higgins, Cecil C., Service	7 St. Michaels Place.
Kelly's Advertising Offices, Ltd.	14 New Street.
Mackay & Son	40 Ship Street.
Patmers Advertising Agency	20 Middle Street.
Rice, F. A. B.	8-11 Pavilion Buildings.
West Hove Advertising Bureau	12 Boundary Road, West Hove.

BRISTOL

Automatic Co. (Bristol), Ltd.	34 Marsh Street.
Billing, Jarret Read & Co., Ltd.	22 Colston Street.
Blackford & Co.	29 Queens Square.
Gordon Service	12 Colston Street.
Lewis, E. L.	23 Waverly Road, Redland.
Mountstevens' (F. H.) Advertising Service	1 Bristol Chas. St. Nicholas Street.
Partridge & Love, Ltd.	Broadmead.
Pearce, Walter & Co.	30 Broadmead Street.
Progressive Bill Posting Co.	9 St. James' Barton.
Pole, Albert, & Son, Ltd.	Bristol.
Wallace, A. N.	6 Unity Street, College Green.
Warne, Fred K. G., & Son	30 Baldwin Street.
Warne, Pugsley & Warne	30 Baldwin Street.
Western Sales Promotion Agency, Ltd.	53 Queen Road, Clifton.

BUCKIE

Simmath Advertising Agency	Cluny Harbour.

BUSHEY, Watford

Bournehall Press, The	Bournehall Road.

BURY

Thickett Advertising Service	9 Fleet Street.

CARDIFF

Appleby, H. M., Ltd.	43 Penarth Road.
Kernick & Sons	16 Moira Terrace.
Mason, Frank, & Co., Ltd.	1-2 Royal Chambers, Park Place, Cardiff.
Premier Advertising Service	67 Queen Street.
Roberts, W. Edw.	High Street Arcade Chambers, High Street.
Sanders, Austin, & Co., Ltd.	50 Charles Street.
South Wales Agency	1 Plymouth Street.
Sky Signs, Ltd.	31 Mount Stuart Square.

CARLISLE

Ashton, Ridley	2 King's Arms Lane, English Street.

CHATHAM

Mackay Agency	Fair Row.

CHELTENHAM

Cleeve Advertising Agency	23 Promenade Villas.

COLCHESTER

Askew & Sons	The Bungalow, Backerne Hill.
Jefferies Advertising Service, The	

COVENTRY

Cogent Advertising Service, Ltd.	37 Cow Lane.
Mills & Mills, Ltd.	32 Earl Street.
Peters, J. Heritage Service, Ltd.	Midland Bank Chambers.
Reeves, Edward	Berkswell House, Berkswell.
St. Elmo, Ltd.	(St. Elmo Studios) 7 Warwick Row.

DARLINGTON

Ridley, H. B., Tyne to Tee Pub. Service	Grange Road.
Walker, E. D.	Central Buildings.

(*Continued on page 284*)

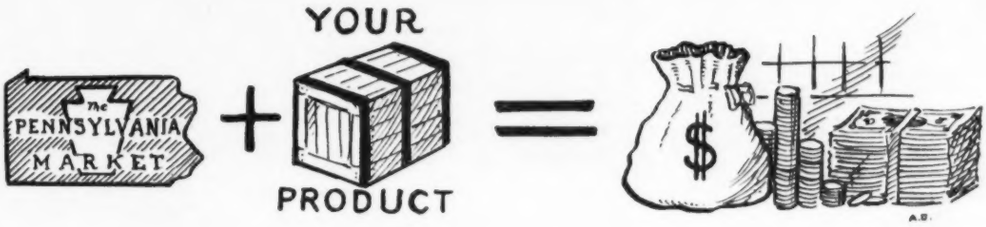
ADVERTISING AGENCIES OF GREAT BRITAIN

(*Continued from page 283*)

Name	Address
DERBY	
Ball, J.	Derwent Chambers, Market Place.
DOUGLAS, I. o. M.	
Blair, E. A.	Bath Place. Douglas.
EASTBOURNE	
Eastbourne Dist. Billposting & Adv. Co., Ltd.	7 Susan Street.
EPSOM SURREY	
Bradleys, Ltd.	High Street.
FALMOUTH	
Edward Capern	
GLOUCESTER	
Thomas, W. George, Advertising Service	15 Worcester Street.
GRAVESEND	
Southern Publicity Co.	32 Harmer Street.
GREAT YARMOUTH	
Eastern Counties Advertising Co.	79 Salisbury Road.
GRIMSBY	
Jackson, W. H., & Co.	318 Victoria Street.
Spence, Tom	143 Cleethorpe Road.
HASTINGS	
Sewell Publicity Service	
HALIFAX	
Bake, A., & Co.	3 Central Street.
Chapman, L. A. & A.	Fountain Chambers.
Carr, J. Thomas, Advertising Service	37 Horton Street.
Mulroy & Co.	Cornmarket.
Newsome & Co.	Horton Chambers, 16 Horton Street.
Tower Publicity	Palatme Chambers, Market Street.
Whitehall Press & Publicity Agents	Whitehall Buildings, Russell Street.
HEMEL HEMPSTEAD, HERTS	
Needham, Martin, & Co.	3 Alexandra Road.
HEREFORD	
Wilson, Leonard, Advertising Agency	The Gate House.
HOLYWELL	
Hamilton, F. C.	Holway Road.
HUDDERSFIELD	
Courtman Stock Service	6 Market Place.
Scientific Publicity	Observer Chambers.
HULL	
Goddard, Walker & Brown	Silver Street.
Harvey's Ad. Service	Bank Chas., Scale Lane.
Hull & Grimsby Billposting & Advertising Co.	Bowlalley Lane.
Morison's Advertising Agency, Ltd.	74 Lowgate.
Newham, H. E. C.	13 Bishop Lane.
Paragon Publicity Co., Ltd.	Myton Chambers, Myton Street.
Youngson, F., & Co.	165 Albert Avenue.
KINGSTON-ON-THAMES	
Phillipson's Press (Advtg.), Ltd.	1 St. James's Road.
LANCASTER	
Lancaster & Dist. Billposting & Adv. Co., Ltd.	62 Market Street.
Rossendale Free Press	25 Haslingden Road, Rawtenstall Lanes.
LEEDS	
Atlas Advertising Assn.	132 Albion Street.
Artistic Publicity Co., Ltd.	1 Cookridge Street.
Bevan, Collingwood & Co.	Bond Street.
Bateson, R.	2 Pasture Grove, Chapel Allerton.
Clayton, J. R.	19 Grange Terrace.
Collinson's Agency	6 Upperhead Row.
Courtman Stock Agency, Ltd.	99 Albion Street.
Hemingway, H. B.	Cookridge Chas., Cookridge Street.
Heslock Agency	Stansfield Chambers, Great George Street.
Hodgson, F.	Angel Buildings, Briggate.
Leeds Advertising Co., Ltd.	38 Park Row.
Leeds Advertising Agency	Standard Buildings, City Square.
Lord, Tudor, & Co.	13 Greek Street.
Moarland Pharmacy Service	Rawdon, near Leeds.
Roberts, R. & Co., Ltd.	41 Camp Road.
Robinson, John	38 Park Row.
Sheldon's Advertising Agency, Ltd.	Queen Street.
Short & Senior, Ltd.	20 Corn Exchange.
Stirling, A. F.	3 Lumley Place, Burley Hill.
Storey, Evans, & Co., Ltd.	Larkfield, Rawdon.
Whitehall Advertising Agency	16 Whitehall Road.
Wood's Advertising Agency	Harriett Street.
Woodhouse & Sons	14 Vernon Street.
LEICESTER	
Bree Advertising	10 Market Street.
Co-Operative Productive Federation, Ltd.	Alliance Chambers, Horsefair Street.
Gayton, F.	4 Market Street.
Kempston, A. E.	1a Halford Place.
Langton's Agency	11 Welford Place.
Mann, E. W.	2 Westfield Road.
Midland Advertising Co., Ltd.	16 New Street.
Montgomery Service	Atlas Chambers, Greyfriars.
Oldershaw & Son	Granby House.
Staynes Ad-Specialists	41 Belvoir Street.
Tickets & Co.	18a Belvoir Street.
Wilkes, Lavis & Co.	Corporation Buildings, Horsefair Street.
LETCHWORTH	
Fletcher, A. B. W.	Midland Bank Chambers.
LINCOLN	
Burcombe, W. G.	3 Exchange Arcade.
Lincoln Publicity, Ltd.	5 Bank Street.
LIVERPOOL	
Allen David & Sons, Billposting, Ltd.	19 Islington.
Arthur Advertising Service, James	38 Church Street.
Ayrshire Publicity Co., Ltd.	62 Dale Street.
Bennington, E., & Sons	35 South Castle Street.
Birchall, C., Ltd.	17 James Street.
Blakeborough Publicity Co., Ltd.	Cooper's Buildings.
Clark, J. M.	9 Union Court, Castle Street.
Courtney, S. W., Ltd.	64 South Castle Street.
Douglass, A. C., & Co.	710 Royal Liver Buildings.
Edwards (Thompson), Ltd.	46 Hanover Street.
Forbes, Keir & Bullen, Ltd.	105 Bold Street.
Forwood Service Co.	101 Dale Street.
Furness, J., & Co., Ltd.	Lloyds Bank Buildings, Bold Street.
Guy's Publicity Co.	14 Water Street.
Haill, J. R., & Son	30 Woodchurch Road, Penton, Birkenhead.
Herbert, Charles, & Co.	37 South Castle Street.
Heywood-Court Service	80 Seel Street.
Holland, Geoffrey, & Sons, Ltd.	Wellington Bldgs., The Strand.
Hough's (Liverpool), Ltd.	Hopwood Buildings, South Castle Streets.
Imperial Press Agency	171 Islington.
Jackson, Ltd., R. A.	1 Princess Street.
Kitchen, William, Service	3 Cable Street.
Keir (Forbes) & Bullen, Ltd.	Central Buildings, Renshaw Street.
Lawrence, T. B., Ltd.	49 South Castle Street.
Lee & Nightingale	15 North John Street.
Littlebury Bros.	3 Crosshall Street.
Liverpool Advertising Co., Ltd.	44 Cable Street.
Liverpool Exchange Press	12 Tithebarn Street.
Liverpool Press	7 Elliot Street.
MacDowall, J.	35 Dale Street.
Maiden-Ostick, Ltd.	62 Dale Street.
Meredith, Mark	67 Dale Street.
Mersey Agency	12 Union Street.
Mills & Knight	34 Moorfields.
Newton, Griffiths & Co.	607 Tower Buildings.
Newton & Co.	607 Tower Buildings, Water Street.
Pax Press Agency, Ltd.	62 Dale Street.
Peacock Service, S. C.	62 Dale Street.
Pearce, Ltd., T.	36 Cable Street.
Press Services, Ltd.	Ocean Chambers, 14 North John Street.
Publishers & Advertisers, Ltd.	63 Tithebarn Street.
P. P. Press	King Edward Street.
Randall's Agency	49 Whitechapel.
Rimmer's Agency	Hope Chambers, Dale Street.
Smith, George. J., & Co.	61 Lord Street.
Turner, J., & Co.	62 Dale Street.
United Agencies	48 State Ins. Buildings, 14 Dale Street.
Vernon, C., & Sons, Ltd.	56 South Castle Street.
LOUGHBOROUGH	
Atkinson's Service	81 Queen Road.
LOWESTOFT	
Phillip's Aid Service	South View, Wellington Road.
MALVERN	
Conacher, C. L.	Rose Bank.
MANCHESTER	
Ashburner's, Ltd.	Waterloo Buildings, 10 Piccadilly.
Ayrshire Publicity Co.	31 Market Street.
Baird & Dawson	Old Colony House, South King Street.
Beviere, Butler & Co.	89 Oxford Street.
Bewley Publicity, Ltd.	St. John's Street, Chambers, Deansgate.
Brandon's Agency	1 Park Place, Higher Broughton.
Browne, T. B., Ltd.	52 Cross Street.
Carmichaels	24 Market Place.
Clarke, Cyril H., & Co.	32-34 Kennedy Street.
Clayton Advertising Agency, The J. K.	Parsonage Chambers.
Clery & Smalley	5 Cathedral Yard.
Collins, J., & Co., Ltd.	4 Southgate, King Street West.
Commercial Advertising Service, Ltd.	North Parade.
Co-operative Press Agency	118 Corporation Street.
Coulter, Walker & Lobb	94 Market Street.
Cowley & Co., Ltd.	19 Westwood Street, Moss Side.
Cross-Courtney, Ltd.	St. James' House, Brazenose Street.
Eastwood Publishing Co.	1 New Wakefield Street.
Emsley, J. H.	17 Broady Street, Stretford.
Farmer, Courtney D.	Haughmond,, Brantingham Road, Alexandra Park.
Gibson, Steel & Co., Ltd.	5 Cathedral Yard.
Greaves, Ltd., Herbert	35 Holdsworth St.
Hazell & Co. (Publicity), Ltd.	23 King Street West.
Heaton Advertising Agency	43 Market Street.
Heywood, John, Ltd.	121 Deansgate.
Heywood-Court Ad. Service.	25 Cross Street.
Hobson, C. W.	3 St. James Square.
Hulme, Walter J.	9 Oxford Street.
Jackson, R. H., Ltd.	1 Princess Street.
Kirwan, M. B., Ltd.	16 Ackers Street, Charlton-on-Medlock.
Kershaw, Thomas, Ltd.	36 Fairfield Street.
Litho Art Co.	33 Piccadilly.
Manchester Billposting Co., Ltd.	36 Peter Street.
Marks, Ernest	94 Store Street, London Road.
Meldrum, Thomas S.	68 Imperial Buildings, Oxford Road.
Milnes Publicity, Ltd.	27 King Street.
Newby Shepherd Advertising Service	County Buildings, Cannon Street.
Newnes, George, Ltd.	Manchester.
Osborne-Peacock Co., Ltd.	11 Piccadilly.
Penwarden & Co., Ltd.	71 Market Street.
Pool's Advertising Service, Ltd.	1 Princess Street, Albert Square.
Pratt & Co., Ltd.	57 Market Street.
Roe, F. John	15 Cross Street.
Service Publicity	100 Rusholm Road.
Steel (Gibson) & Co., Ltd.	5 Cathedral Yard.
Stone, A. J., & Co.	343 Eccles New Road.
Universal Advertising Co., Ltd.	2 John Dalton Street.
Varney, John, & Co.	418 Chester Road.
White, E. C.	24 Longstone Buildings, Cannon Street.
Wheeler's Advertising Agency	4 Pall Mall, Market Street.
Whittick, William J.	9 Albert Square.
White, E. G., Service, Ltd.	21 Cannon Street.
MIDDLESBOROUGH	
Apex Publicity Service	110 Grange Road West.
Kidd, Ernest W.	Maritime Buildings.
NANTWICH	
Henry Tompkinson Agency	Bank Chambers.
NEWCASTLE-ON-TYNE	
Atracte Ad. Service	26 Northumberland Street.
Clarendon Publicity Service, Ltd.	71 Pilgrim Street.
Driffield's Agency	70 Pilgrim Street.
Goodwins Publicity Service	14 Grove Street.
Horn, Medhurst Service	Market Chambers, 33 Groat Market.
North of England's Agency	148 Westgate Road.
Osborne Studios (J. Murray)	9 Larkspur Terrace.
Pavement Publicity, Ltd.	1 Nicholas Buildings.
Publicity Service Agency	Malcolm Buildings, Carlotte Square.
Redhead & Co., C. H. D.	18 Eldon Square.
Reid, Andrew, & Co., Ltd.	Printing Court Buildings.
Studio Carre	Central Buildings, 9 Bigg Market.
Tully's, Ltd.	11 Brunswick Place.
NEWPORT	
De Rees Poster Service Co., Ltd.	21 Bridge Street.
NOTTINGHAM	
Andrew's Service	Wheeler Gate Chambers.
Boswell Studios, Ltd.	Park Row.
Commercial Agency	7 Low Pavement.
NORTHWICH	
Elise Barker Advertising Service	

(*Continued on page 286*)

The PENNSYLVANIA Market is no Problem



The KeyStone State, is a highly developed market. Introducing a product presents no real problem, because every cog and wheel in the machinery of distribution is so highly geared that it can be set into motion almost instantly.

To begin with, every city is the center of a tremendous trading community and its buying power is controlled and dominated by a powerful newspaper, enjoying the confidence and good will of its reading public.

From the moment your advertising appears in the daily newspaper, you automatically enlist the aid and co-operation of every dealer and jobber who sells your line of products. Distribution with the dealer and jobber is merely a matter of detail in giving him facts he wants to know, to place his order.

Pennsylvania, the country's Major market in importance, offers advertisers of old and new products, opportunities for volume business at small cost, that can not be duplicated in any other market, of its size and proportion. You will do well to keep in touch with these daily newspapers listed below, and get the facts direct from them.

	Circulation	2,500 lines	10,000 lines
*Allentown Call .....(M)	35,560	.11	.11
*Allentown Call .....(S)	25,487	.11	.11
†Beaver Falls News Tribune..(E)	8,202	.04	.04
†Bethlehem Globe Times....(E)	15,364	.07	.07
*Chester Times .....(E)	20,175	.08	.07
†Coatesville Record .....(E)	6,852	.035	.03
†Connellsville Courier .....(E)	6,105	.04	.04
*Easton Express .....(E)	34,757	.10	.10
*Erie Times .....(E)	32,867	.08	.08
†Greensburg Tribune Review (EM)	14,227	.05	.05
*Hazleton Plain-Speaker....(E) } *Hazleton Standard-Sentinel (M) }	21,340	.08	.07
†Lebanon News Times.....(E)	10,768	.05	.05
*Mount Carmel Item.....(E)	4,783	.035	.035

	Circulation	2,500 lines	10,000 lines
**Oil City Derrick.....(M)	7,541	.05	.05
**Scranton Times .....(E)	44,882	.13	.12
**Sharon Herald .....(E)	7,752	.0357	.0357
*Sunbury Item .....(E)	6,821	.035	.035
†Washington Observer and Reporter .....(M&E)	17,507	.06	.06
†West Chester Local News....(E)	11,892	.04	.04
*Wilkes-Barre Times Leader..(E)	27,261	.07	.07
†Williamsport Sun and Gazette & Bulletin....(M&E)	29,741	.09	.09
†York Dispatch .....(E)	20,633	.06	.06

* A. B. C. Publishers' Statement, October 1, 1928.
†Government Statement, October 1, 1928.
** A. B. C. Publishers' Statement, March 31, 1928.

ADVERTISING AGENCIES OF GREAT BRITAIN

(Continued from page 284)

OXFORD

Name	Address
Oxford Advertising Agency	Marlborough Chambers.

PETERBOROUGH

Scott, R. R., & Co.	Orton, Waterville.

PETERSFIELD, Hants

A. W. Childs	High Street.

PLYMOUTH

Butcher's Advertising Agency	13 Frankfort Street.
Lidstone Billing Co., Ltd.	7 The Octagon.
Underhill (Plymouth), Ltd.	14 Frankfort Street.

PORTSMOUTH

Portsmouth & Dist. Billposting & Adv. Co., Ltd.	74 Arundel Street.

PRESTON

Lindley, Ltd., John	Winckley Square.

RAMSGATE

Thanet Publicity Service, Huddlestone, J. T.	17 Chapel Place.

READING

Grantham, A. H., & Co.	Valpy Street.
Turner, A. Hermon	King Street.

REDHILL

Redhill, Reigate & Dist. Billposting Co., Ltd.	76 Brighton Road.

RUGBY

Jolly & Barber, Ltd.	26 Lawford Road.

SHEFFIELD

Bushy, Alfred	139 Blair Athol Road.
Black, Arthur A., Ltd.	13 Broom Hall Road.
Expert Advertising Co., Ltd.	24 Norfolk Row.
Kellett, F., Ltd.	25 Wellington Street.
Steel, J.	225 Ellesmere Road.

SAWBRIDGE, Herts

Allen's Advertising Agency	

SLOUGH

Groves, F. R., Advertising Agency	

SOUTHEND-ON-SEA

Covill, H., Ltd.	25 London Road.

SOUTHAMPTON

Douglass, The Eddy, Advertising Service	108 Belmont Road.

STOKE-ON-TRENT

Smedley Service	19 Glebe Buildings.

SOUTHPORT

Briggs & Grimshaw, Ltd.	7 Nelson Street.

SOUTHSEA

Central Advertising Agency	30 King's Road.

SOUTH SHIELDS

Crabbe, J. B., Advertising Agency	8 King Street.

STOCKPORT

Counties Advertising Co.	Prudential Buildings, St. Petersgate.
General Advertising Co.	Central Buildings.
Ridgway's Service	Commercial Buildings, Lower Hillgate.
Simpson, W. C.	Brookfield, Bo., Brookfield, Bredbury.

SUNDERLAND

North East Publicity Co.	5 Frederick Street.
Rutter, R. L., Ltd.	15 Bridge Street.

SWANSEA

Bart Cronin Advertising Agency	
Swansea United Bill Posting Co.	20 Calvert Street.

TAUNTON

Clarke, C. G.	145 Greenway Road.

TIVERTON, Devon

Gregory & Son	Tiverton.

TIPTON, Staffs

Mercantile Publicity (Props. Mercantile Contracts, Ltd.)	Sedgley Road, W.

TRURO

Blackford, Oscar	Royal Printeries

WARRINGTON

Light, Ernest, & Co.	Horsemarket Chambers.

WAKEFIELD

Wakefield Advertising Agency	11 Wood Street.

WEST BROMWICH

Ellison, H. N.	5 Bull Street.

WEST HARTLEPOOL

Ilderton, W., & Sons	119 Scarboro' Street.

WESTON-SUPER-MARE

Flook & Sons	Paragon Road.

WESTCLIFF-ON-SEA

Newburn, Arthur	30 Fleetwood Avenue.

WOLVERHAMPTON

Booth, Griffin & Co., Ltd.	12-16 Queen's Arcade Chambers.
Hughes (Florence) Advertising Agency	King's Chambers, King Street.

YORK

Pottage, T. W., & Son, Ltd.	4 Castlegate.
Williamson's Advertising Agency	37 Market Street.

DOUGLAS—Isle of Man

Gone, G. N., & Son	7 Castle Street.

CHANNEL ISLANDS

Guernsey Press Co., Ltd.	Smith Street, Guernsey.
Sheridan's Publicity Service	21 Broad Street, Jersey.

SCOTLAND

AYR

Name	Address
Ayrshire Publicity Co.	2-4 Alloway Street.
Browning, Jn., & Co., Ltd.	59 Dalblair Road.
McMurray, Thomas	"Davaar," Ayrshire.
West of Scotland Billposting & Adv. Co., Ltd.	100 High Street.

DUNDEE

Campbell Son & Co.	10 Reform Street.
Kirkaldy, Kenneth S., & C., Ltd.	39 Dock Street.
Wilson Advertising Co.	10 Reform Street.

DUNFERMLINE

Paterson Bros.	10 Bridge Street.

EDINBURGH

Aiken Service, Ltd.	20 George Street.
Brown, R. P.	Blackford Glen Road.
Commercial Advertising Agency	11 Stafford Street.
Dorland Agency, Ltd.	2 George Street.
Keith & Co.	6 Castle Street.
Moclean Advertising Agency	8 Rutland Square.
McCallum & Co., J. G.	100 Princess Street.
Menzies, John, & Co., Ltd.	Hanover Buildings, Rose Street.
McQueen, Charles	4 Melville Crescent.
Northern Advertising Agency	105 Hanover Street.
Robertson & Scott	73 Hanover Street.
Still Service	71 George Street.
Simons, Fred L.	3 Frederick Street.
Slaughter & Company	2 St. Andrew Street.
Stanley Agency	7a Hope Street.
Watson, A. Campbell	2 George Street.

GLASGOW

Alexander (Gordon) & Co.	179 Howard Street.
Alldrit, E. A.	101 St. Vincent Street.
Arthur's Advertising Agency	8 Blythswood Square.
Brown, R. G.	166 Buchanan Street.
Browne, T. B., Ltd.	65 Bath Street.
Browne, T. B. B., Ltd.	136 Wellington Street.
Cosmos Studios	65 Bath Street.
Cowan Advertising Service	25 Wellington Street.
Cuthbertson, D. C., & Co., Ltd.	196 Bath Street.
Dalziel & Young	116 Hope Street.
Duke, J. Stirling	39 Hope Street.
Freer, Walter, & Son, Ltd.	206 Sauchiehall Street.
Fry, J. W.	Publicity House, Camphill Avenue, Langside.
Globe Advertising Company, Ltd.	170 Hope Street.
Glasgow Advertising Co.	311 Hope Street.
Hodgson, Frank	59 St. Vincent Street.
Howat Advertising Service, Ltd.	111 Union Street.
Kempsell's Advertising Service, Ltd.	163 Hope Street.
Lambert, F.	166 Buchanan Street.
London Press Exchange and St. James's Advertising & Publishing Co., Ltd.	136 Buchanan Street.
Macduff & Co.	49 Cadogan Street.
May's & Westminster Advtg. Service, Ltd.	55 West Regent Street.
Macduff & Co., Ltd.	Railway Adtg. Contractors, 21 Bothwell Street.
Macmillan Publicity, Ltd.	29 Waterloo Street.
Macrae, Paul	93 Hope Street.
McLean, Jr., & Co.	7 Royal Bank Place.
McMurtrie, Ltd.	11 Bothwell Street.
McPhail Ad. Service	54 Gordon Street.
Menzie, John, & Co., Ltd.	90-94 West Nile Street.
Menzie, Peter A.	54 Gordon Street.
Milln, G. H.	53 Waterloo Street.
Mitchell's Advertising Agency	68 Gordon St.
Munro, Henry, Ltd.	82 Mitchell Street.
Neill Gordon	5 West Regent Street.
Newnes, George, Ltd.	Glasgow.
North British Co., Ltd.	87 Union Street.
North British Advertising Co.	4 North Court, Royal Exchange.
Osborne Peacock Company, Ltd.	82 Gordon Street.
Porteous, Wm., & Co.	9 South Exchange Place.
Rex Publicity Service	95 Renfield Street.
Robertson's Agency	19 Buccleuch Street.
Robertson & Smith	82 Union Street.
St. James Advertising & Publishing Co., Ltd.	136 Buchanan Street.
Scrimgeour, John	13 St. Vincent Place.
Sharp, A. F., & Co.	14 Royal Exchange Square.
Shaw, John	156 St. Vincent Street.
Simpson & Gemmell	164 Howard Street.
Somerville & Milne	65 Bath Street.
Spiers, James B.	180 West Regent Street.
Stewart, Rt.	101 St. Vincent Street.
Systematic Advertising Specialists, Ltd.	166 Buchanan Street.
Thorne Advertising Service	144 St. Vincent Street.
Topical Advertising Service	128 Hope Street.
Transport & General Advertising Co., Ltd.	40 West Nile Street.
Universal Advertising Agency	212 St. Vincent Street.
Vernon, C., & Sons, Ltd.	31 St. Vincent Street.
Watson, C. P.	87 Union Street.
Wilson Advertising Co., Ltd.	83 Jamaica Street.

PERTH

Young, J., & Son	66 Watergate.

STORNOWAY

Poytress & Co.	32 James Street.

IRELAND

BELFAST

Allen, David, & Sons, Billposting, Ltd.	22 William Street, South.
Eason & Son, Ltd.	17 Donegall Street
Irene Advertising Service	48 Upper Queen Street.
McCaw, Stevenson & Orr, Ltd.	Linenhall Works.
Stewart, Geo. A., & Co.	Ulster, Chas., 58 Waring Street.
Travers & Co.	10 Arthur Street.
Universal Light Publicity Co.	94 Royal Avenue.
Wensley, J. A.	8 North Street.

CORK

News Bros., Ltd.	20 Bowling Green Street.

DUBLIN

Arrow Publicity Service	Parliament Street.
Eason & Son, Ltd.	40 Sackville Street.
Kenney's Advertising Agency	65 Middle Abbey Street.
Lynch's Service	D'Olier Chambers.
Milne, C., & Co.	10 South Frederick Street.
McConnell Advertising Service	10 St. Brunswick Street.
O'Keefe's Advertising Agency	D'Olier Street.
Parker, John H., & Co.	43 Dawson Street.
Wheeler Co., Ltd.	45 Dawson Street.
Wilson, Hartnell & Co.	Commercial Buildings.

BRITISH ADVERTISING ASSOCIATIONS

BRITISH POSTER ADVERTISING ASSOCIATION, 31 Great James Street, Bedford Row, London, W. C. 1. Registered in 1890. Objects: The publication of an annual directory and a trade journal, and the taking of any lawful action the Committee, as the Governor body, may deem desirable to protect and advance the general trade interests of its members. Besides the Committee of Management and a number of sub-committees, it has, in conjunction with the London Poster Advg. Association, Ltd., a Joint Parliamentary Committee, and a Joint Censorship Committee. The presidents and vice-presidents are elected annually, and the president acts throughout his year of office as chairman. The membership numbers between seven and eight hundred and comprises the whole of the poster advertising contractors of Great Britain and Ireland. President, Sir James Owen, J. P., Exeter; Vice-President, Mr. Geo. T. Mills, Coventry; Council, Mr. J. W. Naské, Nottingham; Mr. John C. Bruce, O.B.E., Edinburgh; Alderman T. P. Fletcher, J.P., Blackpool; Mr. T. E. Lewis, Pontypridd; Mr. Geoffrey Allen, Belfast; Mr. James Bleakley, Bolton; Alderman Charles Pascall, J.P., London; Mr. W. E. Biggs, Keighley; Mr. Wm. Crompton, Liverpool; Mr. C. W. Gardner, London; Mr. Cyril Sheldon, Leeds; Councillor J. C. Grime, M.B.E., J.P., Manchester. Secretary, Mr. Geo. F. Smith.

INCORPORATED ASSOCIATION OF RETAIL DISTRIBUTORS, 125, Pall Mall, S. W. 1. Past Presidents: Sir Sydney M. Skinner, J.P. (John Barker & Co., Ltd.); Mr. John Lawrie, J.P. (Parnell's); Mr. Percy A. Best (James Schoolbred & Co., Ltd.); Mr. Eric M. Gamage (A. W. Gamage, Ltd.) and Mr. W. J. Hopton, J.P., (Hy. Glave, Ltd.). President, Sir Woodman Burbidge, Bart. C.B.E. (Harrods, Ltd.). Chairman, Colonel E. Watts Allen, C.B.E. (Civil Service Supply Association, Ltd.); Vice-Chairman, Mr. F. Chitham (Harrods, Ltd.). Secretary, Mr. T. Ernest Jackson. Objects: To provide a central organization for promoting and protecting the interests of distributing shops and stores. To promote or support legislation desirable for protecting the interests of distributing stores, and to oppose any legislation, by-laws or regulations that are considered harmful. To ascertain the law affecting distribution and to register cases for the information of members, and to obtain for them legal advice upon questions of general importance. To collect and disseminate information upon economic, commercial and labor questions affecting the retail businesses among members of the association.

ADVERTISING CLUB OF NEWCASTLE-UPON-TYNE AND DISTRICT, 25 Ridley Place, Newcastle. President, Lorne C. Robson; Deputy President, J. B. Crabbe; Hon. Secretary, W. G. Tully, Newcastle Chronicle Office, Westgate Road, Newcastle; Hon. Treasurer, T. Beevers, National Provincial Bank, Mosley Street, Newcastle. (A.A.C.W.)

PUBLICITY CLUB OF GLASGOW. President, S. Chamberlin; Vice-President, R. P. Prentice; Hon. Secretary, John Fergus, 7 Royal Bank Place, Glasgow, C. 1.; Hon. Treasurer, Wm. Meiklejohn. Committee: J. Barrowman, J. Firth, R. H. Jack, J. M. Maclean, G. H. Mills, Gordon Neill, N. P. H. Stewart, H. D. Todd, J. Wilkie; Conveners: Program, J. Firth; Publicity, J. Barrowman; Membership, J. Wilkie; Educational, G. H. Mills; Social, J. M. Maclean.

INCORPORATED SOCIETY OF BRITISH ADVERTISERS, LTD., Aldwych House, Aldwych, London, W. C. 2. Objects: To protect and promote the common interests of buyers of publicity; to secure and authenticate facts regarding circulations and advertising values; to watch all developments affecting advertisers (legislative, ethical, economical, etc.), and support or resist them by the organized co-operation of advertisers. To provide data and statistics concerning advertising trade and conditions and generally fulfil the functions of the authoritative trade society of the British National Advertisers. General Secretary (London), Alfred H. Angus, B.Sc., F.R.G.S., F.I.S.A., Membership subject to election by Executive Committee. Open to all who buy but do not sell space, materials or service. Subscriptions grading from £2 2s. to £21 a year, according to advertising outlays. Meetings held in London once a month, with occasional special meetings in other centres as circumstances require. Members include some 300 of the leading national advertisers. Several of the larger business organizations are affiliated. The Society's headquarters are equipped with probably the most comprehensive system of classified information to be found in Great Britain. Two-monthly journal, The British Advertiser.

THE ADVERTISING ASSOCIATION, INCORPORATED, (District 14 of the I.A.A.) is a Company Limited by guarantee and incorporated under the license of His Majesty's Board of Trade as a non-commercial body for the purpose of safe-guarding and subserving the common interests of the Arts, Crafts, Trades and Professions in Great Britain and Ireland engaged in advertising. The Advertising Association enjoys the active support of all the great newspapers, publicity clubs, advertising agents, and such organizations as the Federation of Master Printers, the British Poster Advertising Association, the Incorporated Society of British Advertisers, the Incorporated Sales Managers Association; in all 38 organized bodies, of whose work advertising forms an important factor. President, Rt. Hon. Lord Riddell, 20, Queen Anne's Gate, London, S.W.1. Vice-Presidents: Rt. Hon. Chas. A. McCurdy, P.C., K.C., Lamb Building, The Temple, London, E.C.4., Lt. Col. E. F. Lawson, D.S.O., M.C., Daily Telegraph, 135, Fleet Street, London, E.C.4., C. Harold Vernon, 38, Holborn Viaduct, London, E.C.1.; Hon. Treasurer, T. B. Lawrence, 1, Arundel Street, W.C.2.; Hon. Secretary, Walter Henman, 35, Pershore Street, Birmingham; General Secretary, G. Russel Chapman; Headquarters, 57, Fleet Street, London, E.C.4.

THE PUBLICITY CLUB OF OXFORD. An independent organization of men and women connected with or interested in the development of advertising. President, David A. Donaldson; Chairman, Frank Blackler; Hon. Treasurer, George Smith; Hon. Secretary, Harold Cooper, 55, St. Thomas Street, Oxford. (A.A.C.W.)

FEDERATION OF MASTER PROCESS ENGRAVERS, Room 268, Bank Chambers, 329 High Holborn, London, W. C. 1. A. E. Dent, Secretary; Chairman, A. Dargavel; Vice-Presidents: E. W. Hunter and H. Entwistle. Affiliated A.A.C.W.

SCOTTISH ASSOCIATION OF MASTER PROCESS ENGRAVERS, 9 Albany Street, Edinburgh. Secretary, W. B. Hislop.

BIRMINGHAM PUBLICITY CLUB. Objects: To further the interests of advertising generally, and anyone who is interested in publicity is eligible for membership. Club meetings take place on alternate Tuesdays, from September to April, in the evening, and the subjects are varied as possible. President, Gilbert C. Vyle (W. and T. Avery, Ltd.); Secretary, R. Goldsbrough (S. D. Toon & Heath, Ltd.), Holborn Chambers, Broad Street corner Birmingham; Hon. Treasurer, H. S. Booth. Committee: W. Henman (Bint and Henman), (chairman); W. R. Hood, (S. D. Toon & Heath, Ltd.), A. H. Railton (Louis Cassier Co., Ltd.), E. C. Sims, (Kalamazoo, Ltd.), J. A. Stead, (V. Siviter Smith & Co., Ltd.), L. Thorneloe (The Birmingham Gazette), S. D. Toon, (S. D. Toon & Heath, Ltd.) (A. A. C. W.)

ALDWYCH CLUB, Secretary, E. T. Nind, 18 Exeter Street, Strand, London, W. C. 2. Affil. A.A.C.W.

THIRTY CLUB OF LONDON, Honorary Secretary, H. G. Saward, 27 Chancery Lane, London, W. C. 2. (A.A.C.W.)

MIDLAND ASSOCIATION OF MASTER PROCESS ENGRAVERS, 17 Masshouse Lane, Birmingham. (Secretary, J. Sid Gilbett.)

LONDON MASTER PRINTERS ASSOCIATION, Secretary, William Whyte, 7-10, Old Bailey, London, E. C. 4.

THE FEDERATION OF MASTERS PRINTERS AND ALLIED TRADES, London, E. C. 4. 7-10, Old Bailey, of the United Kingdom of Great Britain and Ireland, is an organization consisting of some 5,000 master printers. The principal objects of this body are to negotiate National Agreements on Wages and Conditions of Employment with the Trade Unions of the Printing and Allied Industries and to watch and make representations on legislation affecting the interest of its members. This Federation has an efficient system of Cost Accountancy which has been taken up by most printing establishments and it keeps a staff of accountants whose services are available to members. The Federation gives legal advice and other usual services to its members. It is a party to a Joint Industrial Council with the Trade Unions for the peaceful settlement of difficulties and the promotion of good will and efficiency. The officers are: The President, Mr. E. C. Austen-Leigh; the Vice-President, Mr. W. Maxwell; the Secretary, Mr. A. E. Goodwin; the Assistant Secretary, Mr. J. Davidson. Costing Secretary Mr. A. Williamson.

THE PERIODICAL TRADE PRESS & WEEKLY NEWSPAPER PROPRIETORS' ASSOCIATION, LTD., 6 Bouverie Street, London, E. C. 4. Founded in 1913 for the purpose of enabling the proprietors of trade and technical publications, periodicals and illustrated and weekly newspapers to take combined action, when thought desirable, in matters affecting their general interests. It has abundantly justified its existence. President, The Rt. Hon. Lord Riddell; Vice-Presidents Sir William Berry, Bart. (The Amalgamated Press, Ltd.); Sir Edward Iliffe, C. B. E., M. P. (Iliffe & Sons, Ltd.); Executive Chairman, Percival Marshall (Percival Marshall & Co.); Sectional Chairmen, J. A. W. Madle, D. C. (Thomson & Co., Ltd.), Periodical and General Section; E. A. Gatehouse (Electrical Review, Ltd.); Trade and Technical Section; Secretary, E. O. Norton. Members of Advertising Association: Affiliated A. A. C. W.

PUBLICITY CLUB OF LEEDS. Headquarters, The Queen's Hotel, Leeds. President, Stuart A. Hirst, Esq.; Vice-Presidents: F. C. Macaskie, Esq., W. P. Bowman, Esq., Major Sir Charles Henry Wilson, M. P., Sydney Walton, Esq., M.A.C.B.E., Montague Burton, Esq., Snowden Schofield, Esq.; Chairman, C. P. C. Hitchen, Esq.; Secretary, Fred'k E. Cook; Treasurer, E. Osborn. Executive Committee: Stuart A. Hirst, E. Osborn, Fred'k E. Cook, R. Williamson, E. Metcalfe, Frank Bloomer, W. J. Courtman Stock, C. P. C. Hitchen, Francis E. Cox, A. Collinson, J. Robson Clayton, M. Ford, C. E. Gallant, E. Brown. Press officer, W. C. Strachan. (A.A.C.W.)

INCORPORATED SALE MANAGERS ASSOCIATION, 101 Great Russell Street, W.C.1, London, W. C. General Secretary, Stanley F. Talbot; Chairman, F. W. Goodenough, C. B. E.; Vice-Chairmen, G. H. Spilman, Leonard Broad, G. Bernard Thompson; Hon Treasurer, W. J. Gray Ramsay, F. L. A. A. President, Rt. Hon. Viscount Leverhulme, D.L., J.P. Objects: The general discussion and exchange of ideas on engaging, training, and managing salesmen, and all other means of sales promotion, with a view to increasing the individual efficiency of its members and the firms they represent. The Association was founded in 1911 and holds regular meetings when problems of sales management are freely discussed and debated. (A.A.C.W.)

INCORPORATED SOCIETY OF ADVERTISEMENT CONSULTANTS: Clun House, Surrey Street, Strand, London, W. C. 2. Founded in April, 1910, to support and protect the status and interest of the profession of Advertisement Consultants. A Consultant is defined as "One, who, not being an Advertising Agent, advises independently upon Advertising." Candidates for membership must supply to the Council, evidence of their competency, and be prepared to support their claims for admission by submitting such examples of their standing and capacity as the Council may require. An Incorporated Advertisement Consultant works like a doctor, lawyer, or other professional man, and he is remunerated by fees alone: not by commissions from newspapers. Officers of the Council: President, Thomas Russell; Hon. Secretary, William T. Moss; Treasurer, P. Garfield Blake; Vice-President, Hopton Hadley; D. W. Walton, W. T. Day, H. S. Ellis, Stanley F. Talbot, Herbert Peacocke.

LONDON CHAMBER OF COMMERCE (Incorporated). President, Lt.-Col. Lord Herbert Scott, C.M.G., Secretary, A. de V. Leigh, M.B.E., M.A. Advertising Section: Chairman, A. E. Canney. Offices: 97 Cannon Street, E. C. 4.

NORTHERN COUNTIES ASSOCIATION OF MASTER PROCESS ENGRAVERS, 31 Victoria Buildings, St. Mary's Gate, Manchester (Secretary, W. A. Nixon). F.C.A., F.S.A.A.

NATIONAL ADVERTISING BENEVOLENT SOCIETY, registered under the Friendly Societies Act, 1896. Established 1913. President, Sir E. J. P. Benn, Bart., C.B.E.; Vice-Presidents: The Most Hon. the Marquess of Reading, the Rt. Hon. Viscount Astor, the Rt. Hon. Viscount Burnham, C.H., the Rt. Hon. Viscount Rothermere, the Rt. Hon. Lord Ashfield, the Rt. Hon. Lord Dewar, the Rt. Hon. Lord Riddell, the Rt. Hon. Sir Eric Geddes, G.C.B., G.B.E., LL.D., Sir J. Gomer Berry, Bart., Sir William Berry, Bart., Sir Frank Newnes, Bart., Sir C. Wakefield, Bart., C.B.E., Sir G.A.H. Wills, Bart., Sir W. S. Crawford, K.B.E., Sir Herbert E. Morgan, K.B.E., Sir Chas. W. Starmer, J.P., Mayor the Hon. J. J. Astor, M.P., the Rt. Hon. T. P. O'Connor, M. P., Walter Haddon, Esq., Allan Jeans, Esq., L. O. Johnson, Esq. Trustees: The Rt. Hon. Viscount Burnham, C.H., Sir William Berry, Bart., Walter Haddon, Esq. Chairman, A. Rothery, (Pool's Advertising Service, Ltd.); Vice-Chairman, G. Scott, (Glasgow Herald); Hon. Treasurer, J. Strong, (C. Mitchell & Co., Ltd.); Hon. Secretaries, Miss I. M. Bosworth, (Holford Bottomley Advertising Service, Ltd.); Robt. J. Owen, (Newcastle Chronicle). Council: Miss M. G. Atkins, (The Harvey-Atkins Advertising Representation); E. W. Barney, (E. W. Barney, Ltd.); T. F. Carrington, (T. B. Lawrence, Ltd.); S. G. Coram, (Sunday Graphic); C. Crane, (Leicester Mercury); J. Dodds, (Weldon's Ltd.); Miss E. M. Dougall, (Mac Fisheries, Ltd.); L. Harwood, (London Press Exchange, Ltd.,); L. W. Hoey, (Daily Mail); Lionel Jackson (G. Street & Co., Ltd.); E. T. Nind, (C. Arthur Pearson, Ltd.); H. C. Paterson, (Yorkshire Post); A. Richardson, (Sunday News); W. B. Robertson, (Amalgamated Press, Ltd.); H. G. Saward, (Saward Baker & Co., Ltd.); A. H. Simpson, (Mather & Crowther, Ltd.); A. Taylor, (J. C. Eno, Ltd.); R. Thornberry, (Sunday Graphic); Mrs. E. M. Wood, C.B.E., (Samson Clark & Co., Ltd.). Clerk, A. H. J. Edmonds. Registered Office, 13 Serjeants Inn, Fleet Street, E. C. 4. Objects: The provision of assistance, financial and practical, for necessitous cases in the ranks of the Advertising profession.

INSTITUTE OF INCORPORATED PRACTITIONERS IN ADVERTISING. 3-4, Clement's Inn, London, W. C. 2. The Institute was registered in April, 1927, to take over and extend the activities of the British Association of Advertising Agents (Inc.) and includes within its membership almost all the leading advertising agencies in Great Britain and Ireland. It has four classes of membership. Incorporated Practitioners in Advertising. Registered Practitioners in Advertising. Fellows and Associates. The main objects of the Institute are to encourage persons of good education and ability to adopt the profession of practitioners in advertising; to test by examinations and otherwise the qualifications of those desiring to enter the profession, and to lay down and enforce the observance by its members of professional standards of conduct; to encourage the association of practitioners in advertising in companies and firms, thereby securing the establishment of organizations with the specialized knowledge and experience essential for the giving of the best service; to collect and publish for its members and their clients net sales certificates and statistics; to safeguard and advance the interests of its members and promote their general efficiency; to establish a better understanding and appreciation on the part of the business world of the usefulness and scope of advertising, and to obtain further recognition of the importance as a matter of national concern of the art and practice of advertising. Officers: President, Philip G. Benson, C. B.E., (S. H. Benson, Ltd.); Vice-President, R. J. Sykes, (London Press Exchange, Ltd.); Hon. Treasurer, Lionel Jackson (G. Street & Co., Ltd.); Hon. Secretary, R. Winter Thomas, (Winter Thomas Co., (1926) Ltd.); Secretary, C. Anstice Brown.

ADVERTISING CLUB OF HULL, President, Robt. R. Hedley; Vice-President, F. W. Owbridge; Hon. Secretary, J. W. Rowbottom, 4, Desmond Avenue, Beverley High Road, Hull; Hon. Treasurer, A. E. Craft; Hon. Solicitor, F. Eustace. (A.A.C.W.)

PUBLICITY CLUB OF IRELAND, Secretary, J. C. Dann, 11, Molesworth Street, Dublin.

FLEET STREET AND ADVERTISING CLUB. Joint Hon. Secretaries, A. W. Hutton, and A. Harold Paine, 3, Crusitor Street, E. C. 4. (A.A.C.W.)

MANCHESTER PUBLICITY ASSOCIATION, Headquarters, The Old Colony Club. President, H. L. Hardwick; Chairman, R. H. Jackson; Vice Presidents, Earl of Derby, Sir Wm. Veno, Prof. W. H. Barker, B. Cohen, E. R. Cross, R. S. Crossley, J. A. Dixon, S. Fraser, J. C. Grime, W. J. Harrop, A. Marland, F. J. Roe, E. Schofield, R. Sheppard, C. W. Tonge, S. F. Wicks. Hon. Secretary, J. Vincent; Hon. Treasurer, W. J. Harrop.

REGENT ADVERTISING CLUB, 19 Buckingham Street, Adelphi, London, W. C. 2. Founded at the Polytechnic in 1923, now has a membership of over 800. Objects: (a) To uphold high standards in advertising. (b) To promote a better understanding of and confidence in advertising. (c) Especially to help and encourage the younger members of the profession in the study of advertising. There is no entrance fee and the annual subscription is 21/ for senior members, 10/6d for junior members (i.e. under 21 years of age) and 10/6d for Country members. The ordinary meetings take place once a fortnight at the Caxton Hall, Westminster, when every phase of advertising is discussed. The Club house is open daily from 10 a. m. to 10 p.m., and various smaller meetings are held there, including a Study Section and a Parliament of Commerce. The Club has the only complete Advertising Library in Europe. At the moment there are about 1500 volumes, but these are rapidly growing. This Library contains all the books necessary for studying for the advertising examinations now being held in England. President, M. H. G. Saward (Saward Baker & Co., Ltd.); Chairman, Mr. J. C. Akerman (The Daily Chronicle); Vice-Chairman, Mr. C. S. Howes; (The Elite Advertising Service); Hon. Secretary, Miss Muriel G. Atkins (Harvey-Atkins Advertising Representation.)

PUBLICITY CLUB OF LONDON, Meetings held at the Hotel Cecil, London, W. C. 2. Offices, 89 New Oxford Street, London, W. C. 1. Objects: To encourage the growth of better advertising, and to assist men and women engaged in the advertising profession to achieve this, for which purpose lectures and debates are provided. The Club has established a special Committee called the Bureau of Advertising Facts, to gather and record matters relating to advertising. President, The Rt. Hon. The Lord Mayor of London; Vice-Presidents, the Rt. Hon. Viscount Burnham, G.C.M.G. C.H., the Rt. Hon. Viscountess Rhondda, the Rt. Hon. Lord Ebbisham, the Rt. Hon. Charles A. McCurdy, P.C., K.C., Sir Harold Bowden, Bart., Sir William E. Berry, Bart., Sir James Gomer Berry, Bart., J.P., Sir Herbert Morgan, K.B.E., Sir Robert Baird, K.B.E., J.P., Sir William S. Crawford, K.B.E., Sir Charles Starmer, J.P., Sir Daniel Keymer, O.B.E., Sydney Walton, Esq., C.B.E., M.A., B.Litt, Ewan S. Agnew, Esq., John Cheshire, Esq., Andrew Milne, Esq., Thomas Russell, Esq., Robert Thornberry, Esq., C. Harold Vernon, Esq; Chairman, Horace S. Imber; Past Chairmen, William M. Young, Robert Thornberry, Andrew Milne, Roy Hardy, Cdr. H. S. H. Ellis, R.N. (Ret.) F.I.S.A.C.; Hon. Secretary, Francis Hollings; Hon. Treasurer, Alfred W. Jones; Hon. Librarian, E. J. Toner; Hon. Press Sec., Daniel Bonney; Hon. Editor of Journal, C. Maxwell Tregurtha; General Committee all above officers and L. E. Cornford, Charles W. Cropper, W. Keith Martin, C. F. Plowman, A. J. Relph, W. H. H. Radford, Alfred Robinson, John Rosswick, Douglas E. Shaw. Activities Committee: W. H. H. Radford, Chairman; Douglas E. Shaw, Hon. Sec.; Mrs. E. Comerford. Bureau of Advertising Facts: C. W. Cropper, Chairman, E. F. Leak, Vice-Chairman, Miss Emily B. Baker, H. J. W. Baker, A. E. Barker, L. C. Blennerhassett, N. W. J. Grace, Wm. Hinks, A. Morgan, A.M.I.E.E., Harold B. Perlera, Miss Sarah Snow, James J. Taylor, A.R.C.S., A.I.P.A., B. C. Woodcock. Advisory: R. J. Bartlett, M.Sc., A.R.C.S., W. H. Harford, J. C. Kirkwood, C. F. Plowman. Service Bureau, W. H. Drew.

AMERICAN CHAMBER OF COMMERCE IN LONDON, Incorporated, Aldwych House, Aldwych, London, W.C. 2. Objects: To further and develop Anglo-American trade in every way possible, with special reference to the specific business interests of its members. Officers: F. E. Powell, President, Anglo-American Oil Co., Ltd.; Paul E. Derrick, 1st Vice-President, Paul E. Derrick Adv. Agency, Ltd.; G. K. Weeks, 2nd Vice-President, National City Bank of New York; E. B. Lane, Hon. Treasurer, Merkham Trading Co., Ltd.; H. S. Goldey, Hon. Secretary, Guaranty Trust Co. of New York. Directors: H. H. Brownlee, British American Laundry Machinery Co., Ltd.; Frederic Carroll, Corn Products Company, Ltd.; G. M. Cassatt, President, American Chamber of Commerce in London, (1917-1922); W. C. Church, United Drug Co., Ltd.; R. K. Evans, General Motors Export Co.; William Gourlay, American Express Co., Inc.; Walter Mangum, Remington Cash Register Sales Co., Ltd.; Chadwick H. Moore, Moore's Modern Methods, Ltd.; George A. Mower, Sturtevant Engineering Co., Ltd.; A. B. Richardson, Cheseborough Mfg. Co., Cons.; J. V. A. Shields, Columbia Graphophone Co., Ltd.; Henry King Smith, Farmers' Loan & Trust Co.; L. L. Tweedy, Bernhard, Scholle & Co., Ltd.; Joseph H. Willson, J. H. Willson, Ltd.; T. J. Zimmerman, A W. Shaw & Co., Ltd.; H. R. Amory, Secretary.

BRITISH ADVERTISING ASSOCIATIONS

(Continued from page 287)

PUBLICITY CLUB OF CARDIFF. Hon. Sec'y T. W. Dockett Smith, Development Dept., City Hall, Cardiff. (A. A. C. W.)

PRESS ADVERTISEMENT MANAGERS' ASSOCIATION, LTD. Founded 1906, Registered Office, 13, Sherborne Lane, E. C. 4. Objects: To afford mutual assistance to its members, composed of the advertising managers of London, provincial and colonial newspapers, and its membership represents practically the whole of the Press. The meetings, held every Wednesday, at Andertons Hotel, Fleet Street, E. C. 4, are private, the only public function being the annual festival. President, J. A. Whamond Mudie (D. C. Thomson & Co., Ltd.); Vice-Presidents, H. J. King Potter (Daily Dispatch), H. J. Lees, "The Scotsman." Council of Management: Chas. E. Brass (North Eastern Daily Gazette); Chas. Crane (Leicester Mercury); E. N. Illingworth (Belfast Telegraph); F. Osborne (Windsor Magazine); A. Harold Paine (Lincolnshire Echo); H. C. Paterson (Yorkshire Post); G. E. Perman (Temple Press Ltd.); S. H. Perren (Sheffield Telegraph); A. Richardson (Sunday News); F. Simonis (The Star); A. J. Wall (Irish Independent); F. Webber (Western Mail); Assistant Secretary, E. H. Hull; Hon. Solicitor, H. Garland Wells; Auditors, Ellworthy & Co.

LONDON POSTER ADVERTISING ASSOCIATION, LTD., Registered under the Companies Act as a Trade Protection Association, in 1891. 31, Great James Street, Bedford Row, London, W.C. 1. The Committee of Management as the governing body comprises: The president, two vice-presidents, treasurer, and eight other members. It has, in conjunction with the British Poster Advertising Association, a Joint Parliamentary Committee, and a Joint Censorship Committee. President, Mr. C. Albert Pascall; Vice-Presidents, Mr. J. H. Wingrave (Willing & Co., Ltd.), Mr. Frank Mills (Gosney Advertising Co. (1919) Ltd.); Treasurer, Mr. C. W. Gardner (Walter Hill & Co., Ltd.) Committee: Mr. Cecil Burton (Partington's Billposting Dept., Ltd.); Mr. George Davey (James Davey & Co., Ltd.); Mr. Edward J. Davey (E. Davey & Sons, Ltd.); Mr. W. Edmund Davey (Northern Billposting, Ltd.); Mr. W. R. Churchill (J. J. Churchill); Mr. Percy Sheldon (Borough Billposting Co.); Mr. W. J. Flack (Alex Scott); Alderman Charles Pascall, J.P. (Pascall's, Ltd.). Hon. Auditor, Mr. William Barry (Bruton & Co.); Secretary, Mr. Geo. F. Smith.

BRITISH NEWSPAPER ASSOCIATIONS

EMPIRE PRESS UNION, 71 Fleet Street, London, E. C. 4. Objects: An organization of newspaper proprietors and editors of leading newspapers and periodicals published in the United Kingdom, the British Dominions and Colonies Overseas, and in India. The Empire Press Union is the only organization linking in its membership the whole of the Press of the British Empire to whose common interests it is devoted. An important part of the Union's policy is the holding of periodic conferences of Empire newspaper proprietors and editors in the United Kingdom and the overseas Dominions. The third took place in Australia in the autumn of 1926. Over fifty newspaper proprietors and editors from all parts of the British Empire attended this conference and were guests of the Australian Press and Government during an extensive tour of the Commonwealth. It is expected that the next conference will be held in London in 1930. The Union has performed important work in cheapening and quickening facilities for the distribution of inter-Imperial news by cable, wireless telegraphy, and mail, and continues to exert its influence in this direction. It has separate sections in Australia, New Zealand, India, South Africa, Canada and the West Indies. The headquarters section in London includes as associate members practically all the London correspondents of the Press of the overseas Dominions on whose behalf it has secured important official privileges and facilities. In a word, the Empire Press Union stands for unity of the British Imperial Press in all matters of common concern. Officers (in the U. K.): President, The Rt. Hon. Viscount Burnham, C.H.; Hon. Treasurer, Mr. Cecil Harmsworth; Chairman, Hon. J. J. Astor, M.P. (The Times); Vice-Chairman, Sir Robert Donald, G.B.E. Members of the London Council: Sir Gomer Berry; R. D. Blumenfeld (Daily Express); Sir Robert Bruce, L.L.D. (Glasgow Herald); Sir Emsley Carr (News of the World), Mr. Tom Clarke (Daily News), Mr. W. G. Fish, C.B.E. (Daily Mail), P. A. Goudie (Evening News), Mr. H. A. Gwynne (Morning Post), Sir Edward M. Iliffe (Messrs. Iliffe & Sons, Ltd.), J. Henson Infield (Sussex Daily News); Sir Roderick Jones, K.B.E. (Reuter's, Ltd.), Valentine Knapp (Newspaper Society), G. H. Law (Scotsman), Lt. Col. E. F. Lawson, D.S.O., M.C. (Daily Telegraph), Mr. Percival Marshall (Periodical Trade Press & Weekly Newspaper Proprietors Association), Sir Frank Newnes, Bart (George Newnes, Ltd.), Ernest A. Perris ("Daily Chronicle"), The Rt. Hon. Lord Riddell (Newspapers Proprietors' Association and News of the World), H. C. Robbins (Press Association), C. P. Scott ("Manchester Guardian"), Sir Campbell Stuart, K.B.E. ("Times"), Mr. W. Will ("Daily Sketch"), H. A. Woodcock ("Financial News"), Hon. Life Member, Sir Harry Britain, K.B.E., C.M.G., M.P.; Secretary, H. E. Turner. Membership Qualifications: Membership vests in the proprietors of newspapers and periodicals of all classes, also of news agencies within the British Empire, who nominate for election, as their representative, the editor of some other responsible member of their staffs. Associate members of the Union are also eligible for election upon the nomination of members. Subscriptions: The following scale is fixed for Annual Subscriptions for members in the United Kingdom: Morning newspapers, £10; evening newspapers, £7; organizations of proprietors, £10; news agencies, £10. London national weeklies, and trade and technical journals, and other periodicals, £5; provincial weeklies, £3; Associates, £3. The following organizations are members of the Union: The Newspaper Proprietors' Association, The Newspaper Society and The Periodical Trade Press & Weekly Newspaper Proprietors' Association. All the principal news agencies are members.

NEWSPAPER PROPRIETORS' ASSOCIATION, LTD. 6, Bouverie Street, London, E. C. 4. Membership is open to all the London morning, evening and Sunday newspapers. The affairs of the Association are conducted by Council meetings on which representatives of all the newspapers are entitled to sit. Its objects are to deal with matters of common interest to all the London newspapers. Chairman, Lord Riddell ("News of the World"); Vice-Chairman, Hon. Esmond Harmsworth, M.P. (Associated Newspapers); Secretary, T. W. McAra, J.P.

NEWSPAPER PRESS FUND, 11 Garrick Street, London, W.C. 2. Objects: To assist by grant or pension members of all branches of the Literary Department of the Newspaper Press, who shall have become members of the fund and their widows and families. Non-members are helped to a limited extent. Founded 1864. Treasurer, W. Thornton Sharp; Secretary, Sidney G. Smeed.

THE NEWSPAPER SOCIETY, 85 Fleet Street, London, E. C. 4. The Newspaper Society, founded in 1836 as the Provincial Newspaper Society, was reconstituted in 1917 and 1921. In the latter years it became the one organization representative of the newspaper press of England and Wales (with the exception of the London Daily and Sunday newspapers); the Irish Newspaper Society is affiliated with it, and it is in close touch with the Scottish Daily Newspaper Society. A number of local associations throughout England and Wales act with and strengthen the work of the central office. The Society's activities include: Issuing a Monthly Confidential Circular to members, supplemented by special circular letters on matters of urgency; supplying of information concerning the standing of advertising agents; negotiating with Trade Unions upon matters affecting members' interests; collecting debts owing members; scrutinizing and if necessary working for the amendment of proposed legislation affecting newspapers; arranging for joint action in cases where newspapers are threatened with legal proceedings; in brief, working for the advancement of the interests of newspaper proprietors and producers in all ways. Officers for the year 1928-29: President, Mr. N. B. Graham (Express & Star, Wolverhampton); Immediate Past President and ex-officio Member of Council, Mr. J. S. King (West Middlesex Gazette), Ealing; Hon. Vice-Presidents: Major Frank Glover (Leamington Spa Courier), Robt. J. Webber (Western Mail, Cardiff), Mr. Wm. Astle, (Stockport Advertiser), Sir James G. Owen (Express and Echo) Exeter, Mr. Valentine Knapp (Surrey Comet), Mr. John R. Scott (Manchester Guardian), Sir Meredith T. Whittaker (Scarborough Mercury), Mr. Arthur L. Woodhead (Huddersfield Examiner); Vice-Presidents (by vote of Annual Meeting): Sir Charles Starmer (Northern Echo, Darlington), and Mr. A. Browning Lyne (Cornish Guardian, Bodwin); Hon. Treasurer, Mr. Valentine Knapp (Surrey Comet); Hon. Solicitor, Mr. J. C. Soames, 31, Norfolk Street, Strand, W.C. 2; General Secretary and Editor of the Circular, Edward W. Davies, Byron House, 85 Fleet Street, E. C. 4.

THE PERIODICAL TRADE PRESS, & WEEKLY NEWSPAPER PROPRIETORS' ASSOCIATION, LTD., 6 Bouverie Street, London, E. C. 4. Founded in 1913 for the purpose of enabling the proprietors of trade and technical publications, periodicals and illustrated and weekly newspapers to take combined action, when thought desirable, in matters affecting their general interests. It has abundantly justified its existence. President, The Rt. Hon. Lord Riddell; Vice-Presidents, Sir William Berry, Bart. (The Amalgamated Press, Ltd.); Sir Edward Iliffe, C.B.E., M.P. (Iliffe & Sons, Ltd.); Executive Chairman, Percival Marshall (Percival Marshall & Co.); Sectional Chairmen, J. A. W. Mudie, D.C. (Thomson & Co., Ltd.) Periodical and General Section; E. A. Gatehouse (Electrical Review, Ltd.) Trade and Technical Section: Secretary, E. O. Norton, Members of Advertising Association: Affiliated A. A. C. W.

TRADE AND TECHNICAL JOURNALS BUREAU, LTD. An association of British Empire trade, technical and specialist journals, originally formed for the purpose of a combinded exhibit at the British Empire Exhibition. Now in the fifth year. A permanent exhibit of these class journals is at the disposal of interested visitors at Bridewell House, Bridewell Place, London, E. C. 4. It has been brought to the approved notice of the Dominion Trade Commissioners, the Commercial Attachés of the Embassies and Legations, and various bodies interested in foreign trade. Has accredited correspondents in many of the chief cities and towns of the world. The Bureau also organizes exhibits at the great industrial fairs, British Industries, Leipzig, etc., and at Chambers of Commerce throughout Britain and abroad. Subscriptions and advertisements are accepted, and by a system of registries enquirers are immediately put into touch with the type of journal they require. The Bureau is always willing to co-operate in publicity matters with similar associations in other countries. Chairman, P. A. Gilbert Wood, J.P., F.J.I.; Hon. Treasurer, Herbert Cornish, F.J.I.; Secretary, Capt. Kenneth Paterson.

ASSOCIATION OF AMERICAN CORRESPONDENTS IN LONDON. Secretary's office: The Chicago Daily News, Trafalgar Buildings, Trafalgar Square, W.C. 2. Dec. 6, 1928. Objects of the association are to promote co-operation amongst its members, to protect their interests and to assist their work by securing such recognition and facilities as are available from Government departments, public bodies and other sources of news. Officers, President, Raymond Gram Swing (New York Evening Post); Vice-President, Harold E. Scarborough (New York Herald Tribune); Secretary, Constantine A. Brown (The Chicago Daily News); Treasurer, J. S. Braithwaite (Christian Science Monitor). Address: Chicago Daily News, Trafalgar Buildings, Trafalgar Square, W.C. 2.

UNIVERSITY OF LONDON JOURNALISM UNION. Objects: To provide social facilities for students taking the courses in journalism at the University, and to combat the tendency of students to become absorbed in purely college interests, or lack of that University outlook that should belong to an inter-collegiate body. The Union has the active support of the heads of the colleges and the journalism tutors, and owes much to Mr. Valentine Knapp, the chairman of the courses. It also provides a means of meeting practising journalists, and there is an affiliated organization by which it retains contact with those who have started upon their professional careers. Officers: President, Mr. D. R. C. Franklin (University College); Hon. Treasurer, Miss D. G. Seward (Kings); Hon. Secretary, Miss D. M. Shovelton (Kings). Committee: Miss J. Strachan (Kings); Mr. Barrington Hudson (University College); Miss J. Grigsby (Bedford); Mr. S. J. Skidelsky (London School of Economics).

WRITERS' CLUB, THE. Founded 1891. 10 Norfolk Street, Strand, W.C. 2. This club corresponds to the Authors' Club for men. Qualifications for membership are the same in both cases, membership of this club being reserved to women only. It has attractive quarters near Fleet Street, good cuisine, frequent literary debates, poetry and drama circles, etc. President, H. H. Ranee Margaret of Sarawak; Chairman of Committee, Mrs. Baillie Reynolds; Hon. Secretary and Treasurer, Miss L. R. Mitchell. For women engaged in journalistic work, letterpress or illustrations. Entrance fee £1 1s. Subscriptions: Town £3 3s. Country, £2 2s.

THE NATIONAL UNION OF JOURNALISTS, 5 Chancery Lane, London, W. C. 2. Registered as a trade union the N. U. J. now has a membership of nearly five thousand working journalists. Newspaper proprietors, managers or directors are not eligible for membership. Objects: To defend and promote the professional interest and status of its members with regard to salary, conditions of employment and tenure of office; the establishment of out-of-work, benevolent and superannuation benefits; to deal with questions affecting the professional conduct of its members. The Union has signed agreements with the proprietorial bodies laying down scales of minimum salaries, and conditions of work. It is an Approved Society within the meaning of the National Health Insurance Act, administers Section 17 of the Unemployment Insurance Act, and has a Superannuation Fund. General Secretary, H. M. Richardson; National Organizer, Clement J. Bundock; President, F. W. Bill.

THE INSTITUTE OF JOURNALISTS, 2-4 Tudor Street, London, E. C. 4. A professional organization, incorporated by Royal Charter, 1890, for "the promotion by all reasonable means of the interests of journalists and journalism." It had its inception in 1884, when a few newspapermen in Manchester met to consider the formation of a compact body for social and professional purposes, and, a few months later, the National Association of Journalists came into being. Four years later, when the membership had increased to over 1,200 and branches had been established all over the country, the title was changed to the Institute of Journalists. Of recent years the Institute has been compelled to take a stronger line in connection with the material well-being of its members, and its vigorous campaign for higher salaries and improved conditions has brought it a steady influx of recruits. At the moment, it is on a very secure financial footing, with assets totaling over £60,000. The annual subscription is only £2 2s, and for this members are entitled to unemployment pay at the rate of £2 10s. a week, membership of the Provident Fund, benefits accruing from the Orphan Fund, Benevolent Fund and Oak Hill Convalescent Home, legal defence, the free service of the Unemployment Register, and The Journal, monthly. President, 1929, H. A. Gwynne; Secretary, R. V. Wailing. Qualification of membership: A member shall have been for not less than three years professionally, habitually, and as his sole or chief occupation engaged in journalism. American journalists are eligible for election as Overseas Members. Subscription: 42s. per annum (entrance fee 10s. 6d.) Overseas members 21s., per annum.

PARLIAMENTARY PRESS GALLERY, Press Gallery, House of Commons, London, S. W. 1. Consists of journalists accredited to British Newspapers and Agencies possessing the right of entry (granted by the Speaker of the House of Commons) to the Press Galleries of the Houses of Parliament. The Press Gallery elects its committee of twelve members once a year. This committee acts as the liaison between the Gallery members and the Sergeant-at-Arms of the House of Commons and the Lord Great-Chamberlain. Otherwise its functions are of a nature domestic to the members of the Press Gallery. Chairman for year 1928, Mr. George Turnbull (Central News); Hon. Secretary, Mr. H. E. Cant (Exchange Telegraph Co.); Hon. Treasurer, Mr. Martin Herlihy (Reuters); Hon. Librarian, Mr. Montague Smith (Daily Mail). In connection with the Gallery there exists a Press Gallery Trust Fund to relieve immediate distress on the part of Gallery members, ex-members and their relatives.

BRITISH SECTION INTERNATIONAL ASSOCIATION OF JOURNALISTS. Miss Torry c/o Anglo Belgian Union, 35 Albemarle Street, London, W. 1. Objects: These are defined as follows: The object of the Association shall be to maintain friendly relations between its members and the members of the Foreign Associations of Journalists constituting the International Union of Press Associations, and to take any other steps which the Association deems desirable to promote the professional and social interests of the members. Officers: President, The Rt. Hon. T. P. O'Connor, M.P.; Hon. Treasurer, Walter Jerrold, F.J.I.; Hon. Secretary, Miss E. Torry. Membership qualifications and subscriptions: The Association consists of journalists only, ladies or gentlemen who are, or who are qualified to be, members or associates of the Incorporated Institute of Journalists of Great Britain and Ireland, and who are, or are qualified to be, members of any other recognized journalistic Association.

THE PRESS CLUB, St. Bride's House, Salisbury Square, London, E. C. 4. Established 1882, and now has a membership of over 800 (Town, 605; Country, 177; Overseas, 34; Associate, 7; Hon'y, 26). Objects: To provide social and club amenities for newspapermen. The Club has an extensive reference library; specializes in catering and all-night menus for journalists in Fleet Street newspaper offices; Sports Circles: Golf, rifle shooting, cricket, tennis. Entrance fee £2 2s. Subscription: Town, £5 5s.; Country and foreign, £1 1s. President, The Lord Riddell; Chairman 1928-29 George F. Allison.

SOCIETY OF WOMEN JOURNALISTS. Founded 1894 by the late Mr. J. S. Wood, editor of "The Gentlewoman." Headquarters: c/o The Writers' Club, 10 Norfolk Street, Strand, W.C. 2. Objects: The Society of Women Journalists is founded for the association of women engaged in journalism, either as skilled advice is at the members' disposal, as writers, or artists in black and white, in the United Kingdom, the Colonies, and abroad; and for promoting and protecting the personal and professional interests of its members, and to maintain and improve the status of journalism as a profession for women. It provides valuable assistance to those professional women among its ranks by supplying them with temporary loans or grants during periods of sickness or misfortune by means of a Benevolent Fund, privately administered, also with the services of an hon. solicitor whose are the services of an eminent physician and oculist. Every applicant for membership is required to furnish a statement of her work, past and present, to become eligible for election. President, Viscountess Burnham. Council: Lady Britain (Chair.); Mrs. Henry Aitken (Hon. Art Adviser); Mrs. P. Champion De Crespigny; Mrs. Collie (Wilhelmina Stitch); Mrs. Greenwood; Miss Doris Hemming; Mrs. Massey Lyon (Vice-Chair.); Mrs. Nevinson, J.P.; Miss G. Burford Rawlings (Hon. Secretary); Mrs. Romanné-James; Mrs. Henri Sée (Hon. Treasurer); Miss Rita Shell (Hon. Literary Adviser); Miss Almas Stout.

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COURSES IN JOURNALISM

JOURNALISM COURSES AT LONDON UNIVERSITY. The University Courses constitute a comprehensive and co-ordinated curriculum of modern or current knowledge, together with instructions and practice in writing for the Press. The main aim is to give a sound intellectual training which is calculated to promote professional proficiency. The Courses are open to Matriculated students of not less than seventeen years of age, and, in exceptional circumstances only, to non-matriculated students of not less than eighteen years of age. Students are registered at University College, King's College, Bedford College, or the London School of Economics. The Courses normally extend over two consecutive Academic years, and include the following subjects: Section I.—To be taken by all students: (1) English Composition; (2) Practical Journalism. Section II.—One subject to be chosen: (1) General History and Development of Science; (2) History of Political Ideas; (3) Principles of Criticism. Section III.—Two subjects to be chosen: (1) English Literature; (2) History; (3) Modern Languages (French, German, Spanish, Italian, Russian and Dutch); (4) Political Science; (5) Economics; (6) Philosophy, Psychology, Logic, Ethics. The composition fee is 28 guineas. The Journalism Committee consists of the following: The Chancellor (The Earl of Rosebery, K.G.) ex-officio; The Vice-Chancellor (Prof. E. A. Gardner, Litt.D.), ex-officio; The Chairman of Convocation, ex-officio; Bt.-Col Harris, University College; Prof. A. W. Reed, King's College; The Principal, Bedford College; The Secretary, London School of Economics; Mr. G. B. Harrison, M.A., King's College; Mr. Allan Jeans (nominated by Newspaper Society); Mr. Herbert Jeans (Chief Editor, Reuters); Miss F. C. Johnson, M.A., Bedford College; Sir Roderick Jones (Managing Director, Reuters); Mr. Valentine Knapp (Vice-President, Newspaper Society). The Chairman of the Journalism Committee: Lieut.-Col. E. F. Lawson (nominated by Newspaper Proprietors' Association); Mr. T. H. Marshall, M.A., London School of Economics; Mr. W. Meakin (member of the National Union of Journalists); Sir James G. Owen (Editor, Express and Echo, Exeter); Mr. Frederick Peaker, M.A. (past-president, Institute of Journalists); Mr. H. M. Richardson (General Secretary National Union of Journalists); Mr. Lawrence Solomon, M.A., University College; Mr. C. Tower (London Editor, Yorkshire Post); Mr. R. V. Walling (Secretary, Institute of Journalists); Mr. A. E. Watson (Editor, Daily Telegraph); Mr. A. L. Woodhead, M.A. (Director, Huddersfield Examiner).

COURSES IN ADVERTISING

MARYLEBONE COMMERCIAL INSTITUTE: London, W. 1. There are three series of special lectures for the new session. These deal with Retail Selling, Outdoor Selling, and Retail Sales Organization. The first series is now in progress, and the others commenced after Christmas. On Tuesdays (7:17 to 9:15 p. m.) there is a full session (38 weeks) class in Advertising and Salesmanship. On Thursdays the first hour is devoted to advanced advertising and the second to advanced salesmanship or sales management. Principal D. H. Smith, B.Sc. Econ. The Lecturer in each case is Mr. Charles C. Knights, Incorporated Sales Manager and Advertisement Consultant, and the healthy state of all classes is due in no small measure to the reputation he has earned in previous years as an interesting and forceful lecturer. Mr. Knights has had considerable experience in training salesmen and saleswomen, and his methods, which are quite his own, are extremely successful. He is also the author of some half-a-dozen text-books on Salesmanship, Sales Management, and Advertising, which are used in his classes. It has been found of inestimable advantage for the students to be able to procure text-books written by the Lecturer primarily to meet their special needs. So great is the demand for Mr. Knight's time for lecturing and teaching work, that he is now devoting his whole time to it. He also does a considerable amount of lecturing in private firms. The latest book by Mr. Knights is "The Business Man's Guide to Printing."

THE POLYTECHNIC, 309 Regent Street, London, W. 1. Principal: Major T. Worswick, O.B.E., M.Sc., Barrister-at-Law. Journalism Course: in two sections, Practice and Fiction Writing. Lecturer, Mr. F. M. Dudeney. Advertising Course. Lectures and Practical Work and Discussion. Lecturer, Mr. N. A. Everson.

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New Orleans Item Tribune—James Amberg.

MAINE

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Boston Post—T. F. Kinsella.
Boston Transcript—Joseph A. Haley.
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Duluth Herald—John Schulte.
Duluth News Tribune—Harold Johnson.

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Newark News—F. White.

NEW YORK

Brooklyn Citizen—David A. Wallach.
Brooklyn Eagle—E. K. Titus.
Buffalo Courier-Express—Walter Kelly.
New York Graphic—Robert Grannis.
New York Herald Tribune—John Kelly.
New York Post—Albert L. Cusick.
New York Sun—Henry V. Parker.
New York Telegram—James E. Duffy.
New York Evening World—Harry Cunningham.
New York World—John T. Parker, Jr.

OHIO

Cleveland Plain Dealer—Geo. V. Callahan.
Cleveland Press—Wm. Crowell.

OREGON

Portland Oregon Journal—H. S. McNutt.
Portland Oregonian—W. E. Mahoney.

PENNSYLVANIA

Philadelphia Public Ledger—A. Ceres.
Pittsburgh Press—Kay Barr.

TEXAS

Houston Chronicle—Clay Grobe.
Houston Post-Dispatch—R. S. Tevis.

VIRGINIA

Norfolk Virginian-Pilot—Harry P. Moore.
Richmond Times-Dispatch—H. S. Shade.

WASHINGTON

Seattle Post-Intelligencer—E. J. Dalby.
Seattle Star—Robt. M. Watkins.
Seattle Times—R. H. Calkins.
Tacoma Ledger—E. Vaughn.
Tacoma News-Tribune—H. K. Rockhill.

WISCONSIN

Milwaukee Journal—Lewis French.

CANADA

BRITISH COLUMBIA

Vancouver Sun—R. Bouchette.
Victoria Colonist—George Bonavia.

NOVA SCOTIA

Halifax Chronicle & Star—L. R. Grant.
Halifax Herald & Mail—F. Doyle.

ONTARIO

Ottawa Journal—O. W. Likerty.

QUEBEC

Montreal Standard—P. J. McDonagh.

NEW YORK CORRESPONDENTS —OUT-OF-TOWN NEWSPAPERS

Baltimore Sun—R. B. Murray, 225 W. 40th St.
Boston Globe—A. M. Kemp, 63 Park Row.
Boston Herald—L. E. Fanning, Times Annex.
Chicago Tribune—Perley Boone, Times Annex.
Chicago Daily News—William Fort, 475 Fifth Ave.
Chicago Journal of Commerce—J. B. Young, 225 W. 40th St.
Cincinnati Enquirer—J. C. Muma, 47 W. 34th St.
Detroit News—L. L. Stevenson, 152 W. 42nd St.
Milwaukee Journal—A. D. Gannon, Times Annex.
Montreal Gazette & Toronto Globe—R. H. Hairston, Times Annex.
Montreal Star—Clifford Baker, World Bldg.
New Orleans Times Picayune—Marion J. Pike, Daily News.
Philadelphia Inquirer—R. P. Lowry, Herald Tribune.
Philadelphia Public Ledger—D. E. Creary, 75 West St.
Pittsburgh Post Gazette—Wm. Dressler, Times Annex.
St. Louis Globe-Democrat — C. G. Kaufman, Times Annex.
St. Louis Post Dispatch—E. L. Mockler, 63 Park Row.
St. Louis Star and Los Angeles Times—C. A. Lovett, Daily News.
Washington Post—Tim Sullivan, 225 W. 40th St.

EDITOR & PUBLISHER NEWSDEALERS

The following is a list of newsstands or places where EDITOR & PUBLISHER is regularly on sale.

Webster Harris, 119 N. 20th St., Birmingham, Ala.

Montgomery Hat Co., 2 Dexter Avenue, Montgomery, Ala.

Newsstand, Bankers Trust Bldg., 202 Main St., Little Rock, Ark.

W. W. Martindale & Son, 619 W. 6th St., Los Angeles, Calif.

C. H. Pease, 39 East Colorado St., Pasadena, Cal.

The Golden Gate, 8 Third St., San Francisco, Calif.

Robert Campbell, Campbells News Agency, San Jose, Cal.

Simone's News Room, 197 Fairfield Ave., Bridgeport, Conn.

Bauby's Newsstand, Exchange Place, Waterbury, Conn.

Convery, Newsdealer, Central National Bank, 5th & Market, Wilmington, Del.

The Gale Book Shop, 817 13th St., Washington, D. C.

World News Co., Jacksonville, Fla.

Brentano's. Att: Mrs. M. Jennings, Period Div., 63 E. Washington St., Chicago, Ill.

Charles Levy, 35-37 N. Wacker Drive, Chicago, Ill.

I. B. Ury & Co., 84 W. Madison St., Chicago, Ill.

C. J. Lindsay, Newsdealer, Box 289, Indianapolis, Ind.

Hickey Brothers, Oliver Hotel Newsstand, South Bend, Ind.

City News Agency, Miss Ray C. Sparenberg, 422 Main Street, Vincennes, Ind.

Comenitz News Agency, 408 Harrison St., Davenport, Iowa.

Hickey Bros., Davenport, Iowa.

Hyman's News & Book Store, 407 Sixth Ave., Des Moines, Iowa.

Gerald Fitzgibbon & Son, 523 Fifth St., Sioux City, Iowa.

The University of Kansas Dept. of Journalism E & E, Lawrence, Kans.

The Wichita Theatre Confectionery, 310 E. Douglas Ave., Wichita, Kans.

Goodman News Store, Louisville, Ky.

Dept. of Journalism, Louisiana State University, Agricultural & Mechanical College, Baton Rouge, La.

Wallace, 105 Royal near Canal, New Orleans, La.

M. Strakosch, 1345 Sprague, Shreveport, La.

Victor News Co., Lewiston, Me.

P. R. Counter, Post Office Box 5335.

G. P. O. Box Section, Boston, Mass.

Old South News Co., P. O. Box 2578, G. P. O. Box Section, Boston, Mass.

New Bedford News Co., 416 Acushnet Ave., New Bedford, Mass.

Marshman's, P. O. Box 1512, Springfield, Mass.

Family Theatre Newsstand, corner Monroe & Cadillac Sq., Detroit, Mich. (Outside Mail).

Triangle Newsstand, corner Griswold & Michigan, Detroit, Mich. (Outside Mail).

Lyceum News, (Inside Mail) 429 West Superior St., Duluth, Minn.

St. Marie Cigar & News Co., 96 East Fifth St., St. Paul, Minn.

Foster Book Co., 410 Washington Avenue, St. Louis, Mo.

J. C. Orcutt & Co., 1725 O St., Lincoln, Neb.

Meyer Coren, N. E. corner 14th & Farnam, Omaha, Neb.

Reno News Agency, West Second St., Reno, Nev.

Wright's Smoke Shop, 65 Chenango St., Bimghamton, N. Y.

Rubin Bros., 302 E. Water St., Elmira, N. Y.

Queens City Newsstand, Box 1140, Charlotte, N. C.

Niagara News Agency, 2124 Main St., Niagara Falls, N. Y.

The News Exchange Co., Canton, Ohio.

Robert Bishow, Fountain News Co., 426 Walnut St., Cincinnati, Ohio.

Schroeders News Store, Superior St. opposite P. O., Cleveland, Ohio.

Mr. Robert C. Baker, Cir. Dept., The Citizen, 34 N. 3rd St., Columbus, Ohio.

Columbus News Co., 8 N. High St., Columbus, Ohio.

The Perfecto Cigar Co., Neil House Cigar Stand, Columbus, Ohio.

The Wilke News Co., 125 S. Ludlow St., Dayton, Ohio.

The H. L. Smith Co., East Liverpool, Ohio.

The Metropolitan Newsstand, P. O. Box 429, Toledo, Ohio.

Conway's Newsstand, Erie Terminal Bldg., Youngstown, Ohio.

Stevenson News Agency, Oklahoma City, Okla.

R. G. Dyer, prop., World Bldg., cigar stand, Tulsa, Okla.

Ed. Goldsmith, lobby, Oregonian Bldg., Portland, Ore.

E. F. Manion, Journal Cigar Store, Journal Bldg., Portland, Ore.

C. D. MacDougall, Lehigh University, Bethlehem, Pa.

Johnstown News Co., 115 Market St., Johnstown, Pa.

David Yoblick, 1502 N. Franklin St., Philadelphia, Pa.

Jones Book Shop, 437 Wood St., Pittsburgh, Pa.

A. J. Albert, Scranton, Pa.

H. Breitenbach, Kellers Cigar Stand, Lycoming Hotel, Williamsport, Pa.

Floyd J. Keech, 30 N. George St., York, Pa.

The Wm. P. Clarke Co., 264 Thames St., Newport, R. I.

The State Company Book Store, Columbia, S. C.

World News Co., Chattanooga, Tenn.

Standard News Co., Knoxville, Tenn.

World News Co., 110 Monroe St., Memphis, Tenn.

Hyman Miller, newsdealer, Jennings Ave. & 10th St., Fort Worth, Texas.

Robert Kaplan, Legion Magazine Stand, 418 Main St., Houston, Texas.

Mike Messinia, c/o News, Port Arthur, Texas.

W. C. Allen, cigar and newsstand, Rialto Theatre Lobby, San Antonio, Texas.

Lee's Newsstand, Broadway & Houston St., San Antonio, Texas.

Nathan Abramson, Atlas News Shop, San Antonio, Texas.

The Standard News Co., Norfolk, Va.

Greene Bros. Cigar Co., Roanoke, Va.

Coale & Coale, 901 Pacific Ave., Tacoma, Wash.

Cox & Campbell, Inc., 418 Ninth St., Huntington, W. Va.

Metropolitan News Co., 158 Peel St., Montreal, Que., Can.

C. Holloway, 96 Fleet St., London E. C. 4, England.

Newsdealer, newsstand, Times Square Subway, New York City.

EDITOR & PUBLISHER

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

FOR the benefit of those engaged in international trade and advertising EDITOR & PUBLISHER herewith exclusively presents a directory of daily newspapers published in the principal cities of foreign countries in all parts of the world. This is the third year of publication of a foreign list and this directory is a much more complete and accurate compilation of publications issued daily, but eliminates media other than the daily press.

In large part these foreign listings were prepared by the Bureau of Foreign and Domestic Commerce, United States Department of Commerce, and EDITOR AND PUBLISHER appreciatively acknowledges its cooperation.

Listings which were not authorized by the department are marked "unofficial." EDITOR & PUBLISHER does not vouch for the absolute accuracy of all of the listings, but believes this directory to be correct and as complete as any list of foreign daily newspapers ever published.

KEY TO INTERNATIONAL DIRECTORY

Black-faced circulation figures mean audited.
Plain numerals denote circulation claimed by publisher.
(E) before numeral means estimated.
When a letter follows a numeral it indicates by whom the estimate is made, thus: A, advertising agency; L, local advertiser; R, government official making the report; X, other independent sources.
Sizes are in inches or metric system.
Lists marked Unofficial are by other than Government sources.
D—means daily, without reference to a.m. or p.m.
MD—means morning daily, with or without Sunday.
ED—means evening daily, with or without Sunday.
*Means further information on application.
(US) followed by a numeral indicates the special representative of the newspaper in the United States. Thus:

(US 1) All-American Newspapers' Representatives, (Inc.), Graybar Bldg., New York City
(US 2) Roy Chandler, McAlpin Hotel, New York
(US 3) John D. Hamilton Co., (Inc.), 50 Church Street, New York
(US 4) S. S. Koppe & Co., Times Building, New York
(US 5) R. de Llano, Times Building, New York
(US 6) Joshua B. Powers, 250 Park Ave., New York
(US 7) Carlos Pujol, 47 W. 34th St., New York
(US 8) G. J. M. Simons, 44 Beaver St., New York
(US 9) South American Newspapers, (Inc.), 160 Pearl St., New York
(US 10) El Universal of Mexico, Times Building, New York
(US 11) L. Wittert Van Hoogland, 29 Broadway, New York
(US 12) Zawadsky Advertising Agency, 154 Nassau St., New York

LATIN AMERICA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
ARGENTINA						
BAHIA BLANCA						
El Atlantico	1920	MD—Span' (E)	10,000 A	8	52 x 38½ cm.	All classes.
La Nueva Provincia	1898	MD*—Span'	12,000	16	52 x 35 cm.	Farmers and M'ch'ts.
BUENOS AIRES						
La Accion	1922	ED*—Span'	25,000 Z	12	38 x 57 cm.	All classes.
El Avisador Mercantil	1898	MD*—Span'	31,400 Z	28	38 x 28 cm.	Merchants and banks.
Buenos Aires Herald	1876	MD*—Span'	10,000 A	16	52 x 39½ cm.	English speaking.
Critica (U. S. 7)	1913	ED*—Span'	220,000 A	16-24	52 x 36 cm.	All classes.
El Cronista Comercial	1908	MD*—Span'	35,000 Z	10	60 x 39 cm.	Merchants and banks.
Deutsche La Plata	1888	MD*—Ger'	42,000 Z	16	52 x 34½ cm.	German speaking.
El Diario Espanol	1872	MD*—Span'	36,000	12	59 x 40 cm.	Spanish colony.
Giornale d'Italia	1906	MD*—Italian	30,000	8-12	55 x 39 cm.	Italian colony.
La Patria Degli	1892	MD*—Italian	65,000	10	58 x 40 cm.	Italian colony.
La Prensa (U. S. 6)	1869	MD*—Italian	235,000	54	44 x 61 cm.	All classes.
Ultima Hora	1908	ED*—Span'	95,000	16	38 x 55 cm.	All classes.
El Diario	1881	ED—Span' (E)	40,000 X	24	33 x 50 cm.	Conservative.
La Fronda		MD—Span'	10,000	28	46 x 60 cm.	
La Nacion (U. S. 4)	1870	MD—Span'	188,835	30-62	60 x 46 cm.	Cultured classes.
La Razon (U. S. 6)		ED—Span'	95,000	16-24	54 x 62 cm.	General public.
Standard		MD—Eng' (E)	25,000 X			Conservative.
Unofficial						
El Pueblo	1900	MD—			43 x 65 cm.	
La Argentina	1901	MD—		12	58 x 40 cm.	
La Epoca	1915	ED—			65 x 42½ cm.	
La Republica	1918	MD—		12-16	55 x 38 cm.	
La Vanguardia	1894	MD—		8-12	58 x 40 cm.	
LA PLATA						
El Argentino	1906	MD—Span' (E)	6,000 A	8	60½ x 39 cm.	All classes.
El Dia	1883	MD*—Span'	16,000 Z	12	53 x 36 cm.	All classes.
Unofficial						
Buenos Aires	1898	ED—		8	57 x 40½ cm.	
Justicia	1917	ED—			2 cols.	
La Opinion	1920	ED—		8-10	6 cols.	
La Republica (U. S. 12)	1896	ED—		8	57 x 40½ cm.	
Diario Los Debates	1901	ED—		4-12	72 x 52 cm.	
MENDOZA						
Los Andes (U. S. 1)	1883	MD—Span' (E)	25,000 A	10	66 x 43½ cm.	All classes.
ROSARIO						
La Accion	1918	MD—ED* Span' (E)	35,000 X	10	19¼ x 25½"	Workers.
La Capital (U. S. 1)	1867	MD*—Sp' En' It'	70,000	20	18½ x 25½"	All classes.
Unofficial						
La Cronica		ED—				
El Tribuna del Comercio		MD—		4	45 x 36 cm.	
La Republica	1898	MD—		8	43 x 35½ cm.	
SALTA						
Unofficial						
El Civico	1890	ED—			58 x 40½	8
El Diario		ED—				
La Nueva Epoca	1910	ED—			5½ x 52	4
La Provincia	1906	ED—			51½ x 37	8
La Voz del Norte (U. S. 12)	1913	MD—			5½ x 58	
SAN JUAN						
Diario Nuevo	1915	MD—			45½ x 58	
Los Debates		ED—				
SAN LUIS						
La Opinion	1913	ED—				4
La Reforma	1892	ED—				
SANTE FE						
La Nueva Epoca	1886	MD—			57 x 37	12-16
El Imparcial		ED—			41 x 58	12
TUCUMAN						
El Orden (U. S. 1)	1883	ED—				
La Gaceta (U. S. 6)	1912	MD—				8-16

(Continued on page 292)

[ANNOUNCEMENT]

THE far-reaching business of S. S. Koppe & Company, Inc., publishers' representatives, was built up from small beginnings until now the firm represents over fifty newspapers and other publications in various parts of the world. The founder of the business, Mr. Sydney S. Koppe, was one of the unfortunate victims of the "Vestris" disaster. He had built, however, not only a business, but an organization.

This organization will carry on the business along the lines established by the founder. There will be no change in policy. The firm will continue to render to its clientele that type of service which has made it unique in its field.

On January 1, 1929

J. W. SANGER
formerly Director of Foreign Service, Frank Seaman Incorporated, and until December 31, 1928, Vice-President of Foreign Advertising & Service Bureau, New York,

became President and General Manager, and

W. W. DAVIES
continuing in his capacity as General Representative of La Nacion, Buenos Aires

became Vice-President.

S. S. KOPPE & CO., Inc.
International Publishers' Representatives
TIMES BUILDING • • NEW YORK

South America's Greatest Newspaper

La Prensa *of* Buenos Aires

PROGRESS IN 1928—Colorgravure was the outstanding innovation that LA PRENSA introduced to Argentine journalism in 1928. Notable progress, however, was also made in other directions. Circulation continued to grow, increasing LA PRENSA'S lead in Buenos Aires. This larger circulation also made it necessary to increase facilities for printing and distribution.

MORE THAN A NEWSPAPER—AN INSTITUTION—Strict independence, freedom from political affiliations, vigorous editorial leadership, and a great volume of informative news have caused LA PRENSA to become known throughout the world as a great newspaper. Its outstanding public services, however, in fields that are not strictly a part of the business of publishing, have made it more than a newspaper. It has become an institution as much a part of Argentine national life as the constitution itself, which has been in existence about the same number of years.

FIRST IN PRESTIGE—For an American to understand the great influence of LA PRENSA and the unique hold that it has on its readers, it would be necessary to get the point of view of Argentine people. In the United States there is no newpsaper that occupies quite the same position. The personality of LA PRENSA is a thing of itself, superior to any single person who has been a part of it, although among those who have directed and administered it, and written its contents, there have been many great journalists.

FIRST IN CIRCULATION—LA PRENSA has the largest newspaper circulation in South America. Authenticated and detailed statements of net circulation are issued to advertisers at regular intervals.

The latest statement was issued during August, 1928. This shows that the average daily circulation for July was 271,730, an increase of 16,725 as compared to August, 1927, and 36,718 as compared to December, 1926. The average Sunday circulation was 379,037, an increase of 40,432 as compared to August, 1927, and 73,977 as compared to December, 1926.

The continued growth is principally important because it is due, not to schemes and drives, but to constant improvement in editorial contents and increased service to readers.
Both the quality of LA PRENSA'S circulation and the methods by which it is obtained will satisfy the most rigorously exacting advertiser.

During 1928 LA PRENSA continued to lead in the total volume of advertising published despite the fact that in Argentina LA PRENSA does practically no soliciting for advertising, none for classified and very little for display. No accounts for ordinary classified advertising are carried on the books, and no advertisements are accepted by telephone. From eight to fifteen pages set in five point are received, cash attached, over the counter every day. That this advertising is highly productive is best attested by the fact that rates for classified advertising are as much as three times those of other important newspapers in Buenos Aires.

FIRST IN GRAVURE—In Buenos Aires LA PRENSA is the only newspaper that owns a rotogravure plant, and it is the only newspaper that publishes a rotogravure section in four colors. The rotogravure equipment, consisting of three Hoe presses for printing in one color and one for printing in four colors, is housed in a special building. From sixteen to twenty-four pages are printed by this process for the Sunday editions, half being devoted to pictures and the rest to an illustrated magazine section of extraordinarily high quality. A rotogravure section of eight pages is also published on Thursdays.

FIRST IN NEWS—Argentina is a cosmopolitan nation with far-flung interests. Because of this fact the principal interest of readers is in foreign news. For this kind of news, received by cable, LA PRENSA spends approximately $800,000 annually. All of this news is for its own use and not for syndication. It is probable that no other newspaper in the world prints such a large variety of foreign news, even at lower costs, daily. In addition to foreign news, most of which is supplied by the United Press Associations, LA PRENSA also covers the local news of Argentina in great detail.

FIRST IN PUBLIC SERVICE—The free public services of LA PRENSA have attracted attention from journalists throughout the world. Included among these are a public library, a music school, a lecture chamber, a medical and surgical clinic, a legal department, and agricultural, stock-raising and industrial chemistry bureaux. An average of about twenty persons seek legal advice daily, while sixty or seventy seek medical or surgical aid every day. The music school graduates about sixty pupils from a three-year course every year.

SERVICE FOR FOREIGN ADVERTISERS—Offices have been established in New York, London and Buenos Aires to give service to foreign advertisers in LA PRENSA. Information will gladly be furnished with regard to sales problems in Argentina.

Joshua B. Powers—Exclusive Advertising Representative

14 Cockspur Street, London, S. W. 1 250 Park Avenue, New York City, N. Y.
530 Avenida Roque Saenz Pena, Buenos Aires

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 290)

BRAZIL

BAHIA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
A Capital	1926	MD—Portuguese	3,000	8	22 x 16"	All classes.
O Democrata	1926	MD—Portuguese	1,500	4	23 x 18"	Municipal.
Diario Da Bahia	1856	MD—Portuguese	4,000	8	24 x 17½"	All classes.
Diario de Noticias	1876	ED—Portuguese	7,000	8	25 x 19"	All classes.
O Imperial	1918	MD—Portuguese	4,500	8	23½ x 15"	All classes.
O Jornal	1925	ED—Portuguese	2,500	4	23 x 15½"	All classes.
A Noite	1925	ED—Portuguese	6,000	8	21 x 12"	All classes.
A Tarde	1915	ED—Portuguese	12,000	8	25 x 17½"	All classes.

FORTALEZA (Ceara)

Diario do Ceara	1919	MD—Portuguese	6,000	4	12⅞ x 18 13/16"	General.
O Nordeste	1922	ED—Portuguese	4,000	8	56 x 76 cm.	General.

MANAOS

Estado do Amazonas	1924	MD—Port. (E)	2,000 R	4	18 x 24"	Official.
Jornal do Commercio	1904	MD—Portuguese	2,000	4	24 x 18"	General.
O Dia	1924	ED—Port. (E)	1,800 R	4	15 x 23½"	General.
O Libertador	1924	MD—Port. (E)	1,500 R	4	18 x 24"	General.

NATAL

A Republica	1889	MD—Port. (E)	6,000 R	4	24½ x 18"	General.

PARA

Correio do Para	1926	MD—Port. (E)	2,500 R	8	22½ x 17½"	All classes.
Estado do Para	1910	MD—Port. (E)	10,000 R	8	24½ x 17"	All classes.
Folha do Norte	1896	MD—Port. (E)	4,000 R	8	22 x 17"	All classes.
Imparcial	1917	ED—Portuguese	....	4	22 x 17½"	All classes.

PARAHYBA

A Uniao	1891	MD—Port. (E)	6,000 R	4	24 x 18¼"	General.

PERNAMBUCO

Correio Jornal	1925	ED—Port. (E)	3,000 L	4-8	22¼ x 15"	General.
Diario de Pernambuco (U. S. 4)	1825	MD—Port. (E)	10,000 X	8-10	22½ x 16¾"	Business.
Diario do Estado	1924	MD—Port. (E)	3,000 X	6-8	17¼ x 22½"	Officials.
Jornal do Commercio	1919	MD—Port. (E)	8,000 L	14	22½ x 16¾"	Business.
Jornal do Recife	1857	MD—Port. (E)	18,000 X	8-10	24¾ x 17¾"	General.
A Noite	1918	ED—Port. (E)	4,000 L	4	22 x 15"	General.
A Noticia	1922	ED—Port. (E)	5,000 R	4	23⅝ x 18"	General.
A Provincia	1872	ED—Port. (E)	6,000 X	8	24⅝ x 18"	General.
A Rua	1921	ED—Port. (E)	3,000 R	4	22½ x 17⅜"	General.

PORTO ALEGRE

Correio do Povo	1895	MD—Port. (E)	23,000 L	16	24½ x 17"	All classes.
Diario de Noticias	1923	MD—Port. (E)	10,000 L	12	22½ x 17¼"	All classes.
A Federacao	1884	ED—Port. (E)	12,000 L	8	24½ x 17"	All classes.

RIO DE JANEIRO

Correio da Manha	1902	MD—Port. (E)	50,000 A	16	588 x 440 mm.	Better class.
O Globo	1925	ED—Port. (E)	35,000 A	8	548 x 391 mm.	All classes.
O Jornal	....	MD—Port. (E)	48,000 A	32	548 x 385 mm.	Better Class.
Journal do Brasil (U. S. 4)	1892	MD—Port. (E)	50,000 A	30	566 x 381 mm.	All classes.
Jornal do Commercio	1827	MD—Port. ...	15,000 A	28	612 x 482 mm.	Commercial class
A Manha	1925	MD—Port. (E)	75,000 A	14	548 x 457 mm.	All classes.
A Noite	1910	ED—Port. (E)	85,000 A	8	544 x 387 mm.	All classes.
O Paiz	1884	MD—Port. (E)	20,000 A	12	540 x 457 mm.	Better class.
A Patria	1920	MD—Port. (E)	32,000 A	26	600 x 391 mm.	Middle class.
A Vanguarda	1921	ED—Port. (E)	32,000 A	12	560 x 388 mm.	Middle class.

SANTOS

Commercio	1920	MD—Portuguese	6,000	8	.....	Various.
Gazeta do Povo	1917	ED—Portuguese	3,500	8-12	40 x 60 cm.	Various.
Jornal da Noite	1920	ED—Portuguese	10,000	6	60 x 40 cm.	Various.
Praca de Santos	1920	MD—Portuguese	10,000	16	42 x 36 cm.	Coffee.
A Tribuna	1894	MD—Portuguese	15,000	16	40 x 55 cm.	Conservative.

SAO PAULO

A Capital	1910	ED-exS*—Port. (E)	5,000 A	4-6	20½ x 13"	Political.
O Combate	....	ED			22 x 15¾"	Independent.
Correio Paulistiano	1854	MD*—Port. (E)	25,000 A	14	80 x 40 cm.	Government.
Deutsche Zeitung	1896	ED*—Ger. (E)	10,000 A	8	63 x 48 cm.	German.
Diario da Noite	1924	ED*—Port. (E)	18,000 L	8-12	43 x 62 cm.	Upper classes.
Diario Popular	1884	ED—Port. (E)	15,000 A	8	57 x 39 cm.	Housekeepers.
O Estado de Sao Paulo	1876	MD*—Port. (E)	65,000 L	18-32	18 x 32 cm.	
Fanfulla	1892	MD*—Italian (E)	35,000 L	12	56 x 42 cm.	Italian.
Folha da Manha	1924	MD*—Port. (E)	15,000 A	12-16	44 x 33 cm.	General.
Folha da Noite	1921	ED*—Port. (E)	12,000 L	8	44 x 33 cm.	All classes.
A Gazeta	1896	ED—Port. (E)	18,000 A	8	55 x 38 cm.	Politics and Sports.
Jornal do Commercio	1916	MD*—Port. (E)	35,000 A	10	65 x 45 cm.	Business.
Il Piccolo	1915	MD—Ital. (E)	10,000 A	8-16	60 x 43 cm.	Italian colony.
A Platea	1888	ED—Port. (E)	12,000 A	8	47 x 62 cm.	Business.
Siphynge	1906	MD-exS—Arabic	3,500	4	66 x 58 cm.	Syrians.
La Tribuna Italiana	1920	MD—Ital. (E)	2,500 A	6	13½ x 19¾"	Italians.

VICTORIA

Diario de Manha	1905	MD—Port.	5,000	6-8	62 x 44 cm.	Government.
Folha do Povo	1924	ED—Port. (E)	1,200 X	4	48 x 31 cm.	Working classes.
Jornal do Commercio	1926	MD—Port. (E)	1,000 X	6	56 x 38 cm.	General.

BOLIVIA

COCHABAMBA

El Comercio	1925	MD—Spanish	1,500	8	38 x 55 cm.	General.
El Republicano	1915	MD—Spanish	2,000	8	50 x 25 cm.	General.

LA PAZ

El Diario	1904	MD—Spanish	8,500	8-16	13½ x 20"	General.
La Razon	1916	MD—Spanish	6,000	8-12	52 x 34 cm.	General.
Unofficial Del Norte (U56)		MD—Spanish	5,000	8-12	13 x 19"	General.

ORURO

La Nacion	1925	MD—Spanish ...	2,500	8	40 x 25 cm.	General.

SANTA CRUZ

La Prensa	1916	MD—Spanish	600	4		General.

CHILE

ANTOFAGASTA

El Industrial	1881	ED—Span. (E)	4,000 X	8	17 x 21½"	General public.
El Mercurio (U.S.4)	1906	MD*—Span. (E)	12,000 X	12	22⅞ x 15¾"	General public.
El Sol (U. S. 4)	1926	MD*—Span. (E)	5,000 X	8	38 x 55 cm.	General public.

ARICA

La Aurora	....	MD-exMon—Span.		4	19½ x 13½"	General public.
El Ferrocarril	1906	ED—Span. (E)	500 X	4	19 x 13½"	General public.

(Continued on page 294)

EL MERCURIO

SANTIAGO VALPARAISO

The Leading Newspapers in CHILE

LAS ULTIMAS NOTICIAS LA ESTRELLA

El Mercurio is the dominant morning daily in Chile, and is published separately in Santiago and Valparaiso. Founded in 1827, it is the oldest Spanish language daily in the western hemisphere. Its circulation, prestige and influence extends beyond these two key cities—from Santiago south to Concepcion, and from Valparaiso north to Antofagasta.

LAS ULTIMAS NOTICIAS is the evening edition of El Mercurio of Santiago. It is modern, a tabloid and extremely popular.

LA ESTRELLA is the evening edition of El Mercurio of Valparaiso. Like LAS ULTIMAS NOTICIAS, it is a home tabloid and highly suitable for advertising many products appealing to men and women, alike.

S. S. KOPPE & COMPANY, INC.

International Publishers' Representatives

Times Bldg. Bryant 6900 **New York**

Affiliated with S. S. KOPPE & COMPANY, Ltd.

Chronicle House, 72-78 Fleet St., E. C. 4, London, England

LA RAZON

of Buenos Aires

Has the Best Automobile Section in Argentina

In circulation, advertising, news content and prestige, LA RAZON ranks with the better afternoon newspapers in the United States.

Its three daily editions are bought by the substantial people of Argentina, approximately 150,000 of them, for which reason it deservedly publishes a growing volume of high-class advertising.

Its automobile section, for instance, sets the pace for all automobile advertising in Argentina.

The experience of a quarter of a century has proven that it is necessary to use LA RAZON to cover Argentina properly.

Rates and Sample Copies on Request

JOSHUA B. POWERS

Exclusive Representative

250 Park Avenue - New York

14 Cockspur Street - London

The Circulation of a Newspaper Can Only Be Gauged by its Reader Responsiveness

ARGENTINA, judged as a potential market by its population alone, would lead to a conclusion as erroneous as estimating a newspaper solely by its circulation.

MARKETS are gauged, in addition to population, according to the financial capacity of the people, their education, their environment, their habits and susceptibility to advertising appeal.

NEWSPAPERS are appraised not only by the quantity of their circulation, their prestige and their political affiliations, but by the quality of their circulation—reader appeal, class of people reached, distribution of circulation—percentage of mail subscriptions, number sold on newsstands; and other similar factors, all of which affect the Reader Responsiveness of a newspaper.

Service to Advertisers

LA NACION of Buenos Aires maintains a special Research and Merchandising Department for the convenience of the American manufacturer and the advertising agency.

Authentic reports may be obtained regarding the saleability of any product in Argentina. Questionnaires may be submitted regarding consumption, competition, prices, commissions, dealers' discounts and the many other details necessary before launching an intelligent advertising campaign.

Superior Reader Responsiveness *Answers Why*

LA NACION

Regularly Carries Much More Display Advertising Than Any Other Daily in Argentina

Editorial and General Offices in the United States:

W. W. DAVIES
Correspondent and General Representative
383 Madison Ave., New York

United States Advertising Representatives:

S. S. KOPPE & CO., Inc.
Times Building
New York
Telephone: Bryant 6900

LA NACION

of BUENOS AIRES

Extraordinary Pulling Power — Superior Coverage — Prestige

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 292)

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
CHILLAN						
La Discusion (U.S.1)	1870	MD—Spanish	 3,800	8	20 x 15"	General.
CONCEPCION						
La Patria	1923	MD*—Spanish	... 8,000	10	23 x 17¼"	Catholic.
El Sur (U. S. 1).. ..	1882	MD*—Spanish	.. 25,000	14	23 x 17¼"	General.
IQUIQUE						
El Nacional	1890	ED—Span.	(E) 2,500 R	8	18 x 22½"	All classes.
La Patria	1891	ED—Span.	(E) 2,000 R	8	18 x 22½"	All classes.
La Provincia	1913	MD—Span.	(E) 7,000 X	12	18 x 22½"	All classes.
El Tarapaca (U. S. 6)	1894	MD—Span.	(E) 5,000 R	12	18 x 22½"	All classes.
LA SERENA						
El Chileno	1906	MD—Spanish	 3,500	4		General.
El Coquimbo	1879	ED—Spanish	 3,000	4	50 x 38 cm.	General.
LIMACHE						
a Prensa	1919	SW—Spanish	 2,000	4	15¼ x 21½"	General public
LOS ANDES						
La Gazeta	1921	ED—Spanish	 1,000	4		General public.
LOS ANGELES						
Siglo (U. S. 12).	1896	MD*—Spanish	... 4,000	6	20 x 14"	General.
PUERTO MONTT						
Correo del Sur..	1910	MD—Spanish	 1,200	8	24 x 15"	General.
PUNTA ARENAS						
Magallanes	1894	ED—Span.	(E) 3,500 X	12	14½ x 20½"	Popular.
Union	1912	MD—Span.	(E) 1,200 X	12	14½ x 20½"	All classes.
QUILLOTA						
El Diario	1899	MD—Spanish	 800	4	35 x 50 cm.	Business.
SANTIAGO						
El Diario Ilustrado (U. S. 1)		MD—Span.	(E) 17,000 X	....		Wealthy.
El Mercurio (U. S. 4)	1900	MD*—Spanish	.. 42,000	20	42½ x 58 cm.	All classes.
La Nacion (U. S. 6.)	1916	MD—Spanish	... 42,000	24	39 x 57 cm.	All classes.
Los Tiempos (U. S. 6)	1921	ED*—Spanish	(E) 16,000 X	24	29 x 39 cm.	All classes.
Las Ultimas Noticias	1901	ED—Span.	(E) 18,000 X	20	43 x 30 cm.	All classes.
TACNA						
El Pacifico.(U.S. 12)	1901	MD—Span.	(E) 3,000 X	4	14 x 21"	General public.
TALCA						
La Manona (U. S. 1).....	1906	MD—Spanish	 5,800	8	20 x 15"	General.
La Zona Central ...	1921	MD—Spanish	D... 2,500			General.
TEMUCO						
El Diario Austral S. 1).....	1916	MD—Spanish	 3,500	12	15½ x 25"	General.
aldo Del Sur.	1923	MD—Spanish	... 4,000	8	24 x 16"	General.
VALDIVIA						
eo de Valdivia S. 1).....	1894	MD—Spanish	 9,000	8	16 x 24"	General public.
VALPARAISO						
a Estrella	1921	ED-exS—Span	.. 15,000	16	42 x 29 cm.	General public.
El Mercurio (U. S. 4)	1827	MD*—Spanish	.. 30,000	18	53 x 42½ cm.	General public.
La Union (U. S. 6)..	1885	MD*—Spanish	.. 34,000	14-16	57 x 40 cm.	General public.
COLOMBIA						
BARRANQUILLA						
Diario del Comercio	1922	ED—Span.	(E) 6,000 X	8	22½ x 17"	General public.
El Liberal	1910	Sun 10 ED—Span.	(E) 1,500 X	8	16 x 23"	General public.
La Nacion (U. S. 12).....	1914	MD*—Spanish.	10,000 Z	8	21 x 16"	General public.
La Prensa (U. S. 6).....	1927	MD*—Spanish.	....			
BOGOTA						
El Diario Nacional (U. S. 6)	1915	D—Spanish	 20,000		15¾ x 21"	General.
El Espectador (U. S. 4).....	1887	ED*—Spanish	.. 15,000		15¾ x 21"	General.
Mundo Al Dia (U. S. 12).....	1923	ED—Spanish	... 15,000		8 x 12"	General.
El Nuevo Tiempo (U. S. 9).....	1902	MD—Spanish	... 12,000		15¾ x 21"	All classes.
.....	1911	MD—Spanish	... 15,000		15¾ x 21"	High class.
ca	1920	ED—Spanish	... 5,000		16 x 21"	All classes.
.....	1927	MD—Spanish	... 6,500		.....	Upper Class.
Dia.....	1924	ED—Spanish	... 15,000		24 x 44"	All classes.
CALI						
Cauca...	1903	ED*—Spanish	 2,500		8 x 12"	All classes.
Pacifico..	1925	MD*—Spanish	... 5,000		8 x 12"	All classes.
Relator	1914	ED—Spanish	 5,000		8	All classes.
CARTAGENA						
Diario de la Costa..	1916	ED—Spanish	 4,000	8	16 x 23"	All classes.
La Patria	1922	ED—Spanish	 4,500	8	16 x 23"	All classes.
El Porvenir (U. S. 9).....	1877	ED-exS—Span....	1,800	4-8	16 x 23"	General.
SANTA MARTA						
El Estado (U. S. 9).....	1923	ED—Spanish	.. 3,000 Z	3	16 x 23¼"	Peon & wealthy.
El Pais	1924	MD—Spanish	.. 2,000 Z	6	19½ x 14"	Peon & wealthy.
La Prensa	1925	ED—Span.	(E) 1,000 R	4	14 x 20"	Peon & wealthy.
MEDELLIN						
Unoficial El Correo de Colombia (U. S. 1)	1913	MD	 10,000		7 col. x 21" 12	General.
BUCARAMANGA						
La Vanguardia Liberal (U. S. 1)	1913	MD	 5,000		6 col. x 20" 10	General.
MANIZALES						
La Patria (U. S. 1)	1920	MD	 4,000		15 x 19" 10	General.

(*Continued on page 295*)

In Colombia

mule back travel is being gradually eliminated as new roads are completed. A great increase in the sale of automobiles, tires and accessories is anticipated as soon as the road between Cucuta and Bogota is completed. Within the next six months it will be possible to drive from Caracas to Bogota within seven days. All of this means more and better business between the United States and Colombia.

EL ESPECTADOR

of Bogota

is a real sales factor in Colombia. It is read by those having the largest purchasing power in Colombia. For over forty years EL ESPECTADOR has held the confidence and respect of the Colombians and is an unquestioned leader in its field.

S. S. KOPPE & COMPANY, INC.

International Publishers' Representatives

Times Bldg. Bryant 6900 **New York**

Affiliated with S. S. KOPPE & COMPANY, Ltd.

Chronicle House, 72-78 Fleet St., E. C. 4, London, England

LA UNION

First in Valparaiso

LA UNION has the largest circulation in Valparaiso.

It prints more local advertising than any other newspaper there.

Its readers belong mostly to the conservative well-to-do classes.

LA UNION was established in 1885.

Rates and Sample Copies on Request

JOSHUA B. POWERS

Exclusive Representative

250 Park Avenue - New York

14 Cockspur Street - London

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 294)

ECUADOR

CUENCA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
La Cronica	1923	MD*—Spanish	1,200	4	22 x 14"	General public.
El Mercurio	1924	MD—Spanish	1,200	4	22 x 14"	General public.

GUAYAQUIL

El Ecuatoriano	1924	MD*Sp. & Eng.	5,382	8	56 x 40 cm.	General public.
La Nacion (U. S. 4)	1927	MD*—Spanish	5,213 D	8	15¼ x 21¼"	General public.
La Prensa	1922	ED—Spanish	5,000	6	21½ x 14½"	General public.
El Telegrafo	1884	MD*—Spanish	10,000	10	45 x 60 cm.	General public.
El Universo	1921	MD*—Spanish	10,000	8	56 x 44 cm.	General public.
Graceta Maritima	1923	MD*—Spanish	10,000	6	30 x 40 cm.	Business.

QUITO

El Comercio	1906	MD*—Spanish	10,000 Z	8	22¼ x 15½"	General public.
El Dia	1913	MD—Spanish	8,000 Z	6	21½ x 14½"	General public.

PARAGUAY

ASUNCION

El Diario	1914	ED*—Span. (E)	5,000 L	8	17 x 23"	Better classes.
El Liberal (U. S. 9)	1911	MD*—Span. (E)	2,500 X	8	23 x 16"	Better classes.
La Nacion	1925	ED—Span. (E)	1,000 L	8	16 x 23"	Better classes.
El Orden	1923	ED*—Span. (E)	2,500 L	8	17 x 24"	Better classes.
Patria	1917	MD—Span. (E)	1,500 X	4	23 x 16"	Opposition.
La Tribuna	1925	MD—Span. (E)	2,000 X	8	23 x 16"	Better classes.

PERU

AREQUIPA

El Deber	1928	MD—Spanish	6,400	8-12	17½ x 22½"	All classes.
El Pueblo	1901	MD—Spanish	6,500	8-12	22½ x 17¼"	All classes.

CALLAO

El Callao	1883	MD—Spanish		4	18½ x 27"	All classes.

CERRO DE PASCO

El Diario	1927	MD—Spanish	1,000	4-6	13 x 17"	All classes.
El Minero	1896	ED—Spanish	1,000	4-6	12¼ x 17"	All classes.

CHICLAYO

El Tiempo	1918	ED—Spanish	3,200	4-8	17 x 27"	All classes.

CUZCO

El Comercio (US 1)	1896	MD—Spanish	4,000	6-8	17 x 23"	All classes.
El Sol	1901	MD—Spanish	3,500	4-6	17 x 27"	All classes.

HUANCAYO

El Heraldo	1920	MD—Spanish	1,000	4	13½ x 17½"	All classes.

LIMA

Comercio (U. S. 4)	1839	MD ED—Span.	22,000 Z	12-16	16 x 22"	All classes.
La Cronica (U. S. 4)	1912	MD*—Spanish	30,000 Z	16-24	17 x 12"	General.

(Continued on page 296)

EL DIARIO NACIONAL
OF BOGOTA, COLOMBIA

Must Be Used To Reach The Better Classes In Colombia

EL DIARIO NACIONAL is a liberal newspaper edited by one of the outstanding men of Colombia, Dr. Benjamin Silva Herrero.

Its readers are unusually responsive to advertising of imported merchandise of high quality.

EL DIARIO NACIONAL now issues an attested circulation statement, being possibly the only newspaper in Colombia that does this. Every advertiser in Colombia can profitably include it on his schedule.

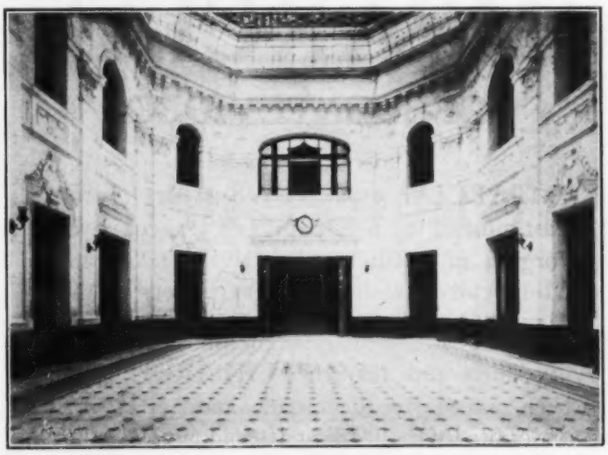
For rates and sample copies write to

JOSHUA B. POWERS

Exclusive Representative

250 Park Avenue - New York
14 Cockspur Street - London

IN PERU—



Hall in the magnificent printing plant of El Comercio of Lima

EL COMERCIO
of Lima

EL COMERCIO of Lima is the oldest and most important daily in Peru. It was founded in 1839 and has never lost its prestige, holding the confidence of the best classes and forming their buying habits.

EL COMERCIO of Lima has the largest circulation of any daily in Peru, and carries much more advertising, both local and foreign, than any other newspaper in the country.

S. S. KOPPE & COMPANY, INC.

International Publishers' Representatives

Times Bldg. Bryant 6900 **New York**

Affiliated with S. S. KOPPE & COMPANY, Ltd.

Chronicle House, 72-78 Fleet St., E. C. 4, London, England

LA NACION
OF SANTIAGO

Has the Largest Newspaper Circulation in Chile

During 1928, the leadership of LA NACION among the newspapers of Chile was strengthened. Great improvement was made in make-up and printing, and when it finishes remodeling its present quarters further advances are certain to be made. No advertiser can now afford to stay out of LA NACION.

LOS TIEMPOS, the afternoon newspaper published by the same organization, has the largest afternoon circulation in Chile.

Rates and Sample Copies on Request

JOSHUA B. POWERS

Exclusive Representative

250 Park Avenue - New York
14 Cockspur Street - London

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 295)

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
La Prensa	1903	MD ED*—Span	25,000 Z	12	16 x 22"	General.
El Sol (U. S. 1)	1926	MD ED—Span.	8,000 Z	8	16 x 22"	Workers.
El Tiempo	1915	MD—Spanish	12,000 Z	8	22½ x 15½"	General.
La Tradicion	1918	MD*—Spanish	8,000 Z	8	18 x 23"	General.
TRUJILLO						
La Industria (US 1)	1895	MD—Spanish	4,500	6-10	15 x 23½"	All classes.
La Libertad	1918	MD—Spanish	....	4	15½ x 22½"	All classes.
PIURA						
La Industria (US 1) Unofficial	1917	MD—Spanish	3,000	8	15 x 21"	General.
URUGUAY						
MONTEVIDEO						
El Bien Publico	1878	MD—Spanish	12,000 Z	12	17½ x 24½"	Catholic.
El Dia	1886	MD—Spanish	(E) 50,000 XZ	12	17½ x 25⅝"	All classes.
El Diario	1923	ED—Spanish	22,000 Z	10-12	17½ x 24½"	Political.
Diario del Plata (U. S. 4)	1912	MD—Spanish	25,000 Z	12	17½ x 24½"	Better element.
El Diario Espanol	1905	MD—Spanish	10,000 Z	8	17½ x 24½"	Spaniards.
El Imparcial (U.S.6)	1924	ED*—Spanish	31,091 Z	12	18 x 23½"	General.
El Justicia	1919	MD—Spanish	10,000 Z	6	16 x 22½"	Socialists.
La Manana	1917	MD—Spanish	20,000 Z	12	17½ x 24½"	Better classes.
El Pais	1918	MD—Spanish	32,000 Z	14	17½ x 22⅝"	Opposition.
El Plata (U. S. 4)	1915	ED*—Span.	(E) 28,000 XZ	12	17½ x 24½"	General.
La Razon	1878	ED*—Spanish	25,000 Z	10	17½ x 24½"	Political.
El Telegrafo	1850	MD*—Spanish	20,000 Z	12	17½ x 24½"	General.
La Tribuna Popular	1879	MD—Spanish	40,000 Z	14	15⅝ x 23"	All classes.
VENEZUELA						
BARQUISIMETO						
El Eco Industrial	1896	ED—Spanish	2,000	2-4	42 x 28 cm.	Merchants.
El Heraldo	1912	ED—Spanish	3,000	4-8	21 x 16"	All classes.
El Impulso	1904	MD*—Spanish	5,000	4-8	21 x 14½"	All classes.
CARACAS						
El Globo	1925	ED*—Span.	(E) 3,000 X	4-6	24 x 36"	All classes.
Guia Comercial	1924	MD—Spanish	4,000	2	13¼ x 19"	Merchants.
El Heraldo	1922	ED*—Span.	(E) 8,000 R	4-6	22 x 16"	All classes.
El Nuevo Diario	1913	MD*—Span.	(E) 10,000 X	8-12	17 x 23"	Chiefly urban.
El Radio	1926	ED—Span.	(E) 3,000 R	4	18 x 24"	General urban.
La Religion	1890	ED—Spanish	10,000	4	24 x 17"	Religious.
El Sol (U. S. 9)	1921	M & ED—Span.	.....	4	13 x 19"	Workers.
El Universal	1909	MD*—Span.	(E) 12,000 X	8	17 x 23"	Urban.
MARACAIBO						
El Excelsior	1923	MD—Spanish	3,000	12	18 x 24"	Bus. and prof.
La Informacion	1920	MD—Spanish	5,000	12	17 x 22½"	All classes.
VALENCIA						
El Cronista	1897	MD—Spanish	2,000	4	.....	Merchants.
CIUDAD BOLIVAR						
El Luchador (US 1)	1906	ED—	5,000	8	15 x 21½"	General.
SALVADOR						
San Salvador (US 1)	1894	ED—	5,000	12	15 x 20½"	General.

(Continued on page 298)

DIARIO DEL PLATA

of Montevideo

In Uruguay

DIARIO DEL PLATA of Montevideo is the leading morning newspaper of Uruguay. The large purchasing power of its readers and its prestige make it an exceptionally good advertising medium.

EL PLATA of Montevideo is the evening paper having the largest circulation in Uruguay. It has, in fact, a very wide distribution not only in the city, but in the country as well, and is consequently essential for an advertising schedule.

S. S. KOPPE & COMPANY, Inc.

International Publishers' Representatives

Times Bldg. New York

Bryant 6900

Affiliated with S. S. KOPPE & COMPANY, Ltd.

Chronicle House,

72-78 Fleet St., E. C. 4, London, England

EL PLATA

of Montevideo

For Provincial Circulation in Argentina Use

El Suplemento Semanal

EL SUPLEMENTO SEMANAL is a weekly newspaper magazine supplement published with about one hundred good provincial newspapers.

One insertion order and one cut thus take the place of one hundred, greatly simplifying the problem of getting circulation outside of Buenos Aires and reducing its cost.

Leading advertisers, such as General Motors, Studebaker, International Harvester, Remington Typewriter, the tire companies, and others have been using it profitably for a long time.

On request we can give you the names of the newspapers with which it circulates, together with their circulations.

Rates and Sample Copies on Request

JOSHUA B. POWERS

Exclusive Representative

250 Park Avenue - New York
14 Cockspur Street - London

IMPARCIAL

OF MONTEVIDEO

IMPARCIAL is a NEWS-paper. In the past most of the newspapers of Uruguay were "organs of politicians." Of these "organs" Montevideo has had a great variety.

Being devoted to modern methods of presenting news and features, IMPARCIAL has been unusually successful, and today it is undoubtedly the leading afternoon newspaper, circulating among the intelligent upper classes.

Rates and Sample Copies on Request

JOSHUA B. POWERS

Exclusive Representative

250 Park Avenue - New York
14 Cockspur Street - London

ADVERTISING GUIDE to LATIN AMERICA

Essential Media

ARGENTINA

La Novela Semanal, Buenos Aires
El Suplemento, Buenos Aires
La Capital, Rosario
La Voz del Interior, Cordoba
Los Andes, Mendoza
El Orden, Tucuman
La Nueva Provincia, Bahia Blanca
Subway & Trolley System, Buenos Aires.

BOLIVIA

El Diario, La Paz
La Patria, Oruro
El Republicano, Cochabamba
El Tiempo, Sucre

BRAZIL

O Jornal, Rio de Janeiro
Diario da Noite, Sao Paulo
O Malho, Rio de Janeiro (Magazine)
Para Todos, Rio de Janeiro (Magazine)
Leitura Para Todos, Rio de Janeiro (Magazine)
Tico Tico, Rio de Janeiro (Magazine)
Illustracao, Rio de Janeiro (Magazine)
Cinearte, Rio de Janeiro (Magazine)
Trolley Car System Rio de Janeiro & Sao Paulo

CHILE

Diario Ilustrado, Santiago
El Sur, Concepcion
El Sol, Antofagasta
El Correo de Valdivia, Valdivia
La Mañana, Talca
La Discusion, Chillan
El Diario Austral, Temuco
Trolley Car System, Valparaiso

COLOMBIA

El Tiempo, Bogota
Cromos, Bogota (Magazine)
Diario del Comercio, Barranquilla
La Patria, Cartagena
Correo de Colombia, Medellin
Vanguardia Liberal, Bucaramanga
La Patria, Manizales
El Trabajo, Cucuta
La Tribuna, Pereira
Sabado, Medellin (Magazine)

COSTA RICA

Diario de Costa Rica, San Jose

CUBA

La Semana, Havana (Magazine)
Diario de Cuba, Santiago
La Correspondencia, Cienfuegos
El Camagueyano, Camaguey

DOMINICAN REPUBLIC

Listin Diario, Santo Domingo

ECUADOR

El Telegrafo, Guayaquil
Ecuador Comercial Quito (Magazine)

GUATEMALA

El Imparcial
Guatemala City

NICARAGUA

La Prensa, Managua

PANAMA

Star and Herald, Panama City
Diario de Panama, Panama City
Grafico, Panama City (Magazine)

PERU

La Revista, Lima (Magazine)
El Sol, Lima
La Noche, Lima
El Pueblo, Arequipa
El Comercio, Cuzco
La Industria, Piura
La Industria, Trujillo

PUERTO RICO

El Mundo, San Juan
Puerto Rico Ilustrado, San Juan (Magazine)

SALVADOR

Diario del Salvador, San Salvador

URUGUAY

El Dia, Montevideo

VENEZUELA

El Universal, Caracas
Billiken, Caracas (Magazine)
La Informacion, Maracaibo
El Impulso, Barquisimeto
El Luchador, Ciudad Bolivar

For information, rates or sample copies, write any foreign advertising agency, or

EXCLUSIVE U. S. REPRESENTATIVES:

ALL-AMERICAN NEWSPAPERS' REPRESENTATIVES, Inc.

GRAYBAR BUILDING, NEW YORK CITY

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 296)

CENTRAL AMERICA

COSTA RICA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
SAN JOSE						
Correo Nacional	1918	MD—Span. .(E)	1,000 A	4	19 x 13"	Catholics.
Diario	1919	MD—Span. .(E)	5,000 A	8-16	19 x 13"	All classes.
El Mundo	1926	MD—Span. .(E)	2,500 A	8	19 x 13"	All classes.
La Nueva Prensa..	1921	ED—Span. .(E)	1,500 A	8	18 x 13"	All classes.
La Prensa	1918	ED—Span. .(E)	1,500 A	4	18½ x 13"	All classes.
La Tribuna	1920	MD—Span. .(E)	4,500 A	8-12	20 x 15"	All classes.

GUATEMALA

GUATEMALA CITY						
Diario (U.S.6).....	1880	ED-exS*—Spanish	4,000	6-12	13½ x 20¼	General public.
Excelsior (U. S. 12).	1891	ED-exS*—Spanish	10,900	6-10	16½ x 21½"	General public.
El Imparcial	1922	ED-exS*—Spanish	7,500	8-24	16 x 20½"	General public.
Nuestro Diario	1924	ED-exS*—Spanish	6,000	8-16	15¾ x 20½"	General public.

HONDURAS

LA CEIBA						
El Diario del Norte.	1922	ED—Spanish	900	6	15½ x 22"	General public.
PUERTO CORTES						
El Marino	1926	MD—Span. (E)	450 X	4	15 x 22"	General.
SAN PEDRO SULA						
El Cuarto Poder...	1925	ED—Span. .(E)	2,500 R	8	22 x 32"	General.
El Norte (U. S. 9)..	1921	ED—Span. .(E)	2,500 R	6	24 x 36"	General.
TEGUCIGALPA						
El Cronista	1913	ED*—Spanish	3,400	4	20 x 26"	General.
El Democrata	1926	ED-exS—Spanish .	3,200	4	17¾ x 23½"	Political.
Reconcilacion	1924	ED—Spanish	3,500	4	17 x 24"	General.

NICARAGUA

GRANADA						
El Diario Nicaraguense	1884	MD*—Span. (E)	1,500 X	4	21 x 12"	Largely local.
LEON						
El Centro-Americano	1917	MD—Span. (E)	2,500 L	4-6	22 x 15"	Largely liberal.
El Cronista	1918	MD—Span. (E)	1,600 R	4	18 x 12"	Liberal.
El Independiente ..	1896	MD—Span. (E)	600 X	4	24 x 16"	
MANAGUA						
El Comercio		MD—Span. (E)	4,000 L	4	21 x 15"	General.
La Noticia	1915	MD*—Span. (E)	3,500 R	8	23 x 17"	Good.
La Prensa (U. S. 1)	1926	MD—Spanish ..	5,000 L	8-10	23 x 17"	Government.

PANAMA

PANAMA CITY						
American (U. S. 6).	1925	MD	.....	14	.....	.....
Diario de Panama..	1904	ED*—Spanish ..	4,850	6	17½ x 22½"	Panamans.
El Heraldo	1925	ED—Spanish	2,500	8	12 x 18"	Panamans.
Star and Herald ...	1849	MD*—English and Spanish	10,000	16	18 x 23"	All classes.
The Times (U. S. 6) (El Tiempo)	1923	ED-exS*—Spanish	2,500	8	18 x 24"	All classes.

SALVADOR

SAN MIGUEL						
La Nacion	1923	ED*—Span. (E)	2,500 L	4	.....	All classes.
SAN SALVADOR						
El Dia (U. S. 9)..	1919	ED*—Span. (E)	2,000 L	8	14½ x 20"	All classes.
Diario La Prensa...	1915	ED—Span. .(E)	4,000 L	8-16	22 x 17½"	All classes.
Diario Latino	1890	ED—Span. .(E)	4,000 L	8	.....	All classes.
El Salvadoreno	1925	ED—Span. .(E)	2,500 L	8	.....	All classes.

MEXICO

AGUASCALIENTES						
El Renacimiento ...	1921	ED—Span. .(E)	5,000 A	4	14⅝ x 21⅞"	General.
CANANEA						
El Heroldo	1924	ED—Spanish ..	1,000 R	4	15 x 22"	Merchants.
El Intruso	1911	MD—Spanish ..	800 R	4	11 x 15"	Workers.
CHIHUAHUA						
El Correo (U. S. 5).	1899	MD—Span. (E)	3,000 R	4	21 x 17½"	Average.
Tomochic	1922	ED—Span. .(E)	700 R	4	10 x 13"	Below average.
La Voz (U. S. 5)..	1921	MD*—Span. (E)	3,000 R	4	23 x 17½"	Average.
DURANGO						
Revista (U. S. 5)..	1929	MD*—Spanish .	3,000	3	16 x 24"	Middle class.
FRONTERA						
Redencion	1924	MD—Spanish ..	1,800	4	16 x 24"	Political.
GUADALAJARA						
Boletin Diario	1925	MD—Spanish ...	1,900	4	9¼ x 13"	Merchants.
El Informador (U. S. 5)	1917	MD*—Spanish ..	27,500	8	22½ x 17½"	Best classes.
El Sol	1922	ED—Spanish ..	6,000	4	24 x 18"	Middle classes
GUAYMAS						
La Gaceta	1917	ED—Span. (E)	1,500 R	4	18 x 25"	General.
La Tribuna	1926	MD—Span. (E)	2,000 R	4	18 x 25"	General.
MAZATLAN						
El Correo (U. S. 5).	1921	ED—Span. (E)	2,000 R	4	12 x 18"	All classes.
El Correo de la Tarde (U. S. 5)..	1885	MD—Span. (E)	3,000 R	4	16 x 20"	All classes.
El Democrata Sinaloense (U. S. 5)...	1919	MD—Span. (E)	4,000 R	4	24 x 36"	All classes.

(*Continued on page* 300)

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	Circulation	2,500 Lines	10,000 Lines
*Albany Evening News (E)	54,751	.13	.13
*Albany Knickerbocker Press (M)	34,307	.12	.12
*Albany Knickerbocker Press (S)	55,863	.17	.17
*Amsterdam Recorder-Democrat (E)	7,640	.05	.05
††Auburn Citizen-Advertiser Journal (E)	10,211	.065	.055
*Brooklyn Daily Eagle (E)	81,083	.25	.25
*Brooklyn Daily Eagle (S)	92,720	.25	.25
*Buffalo Courier Express (M)	125,261	.22	.22
*Buffalo Courier Express (S)	167,302	.30	.30
*Buffalo Evening News (E)	154,716	.30	.30
*Buffalo Evening Times (E)	122,014	.24	.24
*Buffalo Sunday Times (S)	154,710	.24	.24
*Corning Evening Leader (E)	9,232	.05	.05
†Elmira Star-Gazette Advertiser (E&M)	34,396	.11	.11
*Geneva Daily Times (E)	5,972	.04	.04
*Gloversville & Johnstown Leader Republican (E)	7,678	.04	.04
*Ithaca Journal-News (E)	7,727	.05	.05
*Jamestown Morning Post (M)	10,184	.04	.035
*Mount Vernon Daily Argus (E)	9,971	.05	.05
*Newburgh-Beacon Daily News (E)	15,644	.08	.06
**New Rochelle Standard-Star (E)	8,595	.05	.05
†The Sun, New York (E)	285,464	.65	.62
†New York Times (M)	418,687	.90	.832
†New York Times (S)	697,337	1.15	1.127
*New York Herald-Tribune (M)	309,959	.70	.636
*New York Herald-Tribune (S)	404,539	.75	.735
*New York World (M)	336,869	.595	.58
*New York World (S)	542,655	.72	.69
*New York Evening World (E)	291,792	.595	.58
*Niagara Falls Gazette (E)	23,124	.07	.07
*Poughkeepsie Star and Enterprise (E)	13,784	.06	.06
†Rochester Times-Union (E)	78,226	.23	.22
*Troy Record (M&E)	23,362	.07	.07
†Utica Observer Dispatch (E)	35,415	.09	.09
*Watertown Standard (E)	17,192	.07	.07

** A. B. C. Publisher's Statement, March 31, 1928.
†† Government Statement, March 31, 1928.
* A. B. C. Publisher's Statement, Oct. 1, 1928.
† Government Statement, Oct. 1, 1928.

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 298)

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
MERIDA						
Diario de Yucatan (U. S. 5)	1918	MD—Spanish	15,000	..	22½ x 17½"	Better classes.
SALTILLO						
Diario del Norte	1928	MD—Spanish	5,000	8	17½ x 22½"	General.
MEXICO CITY						
El Excelsior (US 5)	1919	MD*—Span. and Eng. (E)	40,000 L	16	21½ x 18½"	General.
El Universal (US10)	1916	MD*—Span. (E)	45,000 L	18	23 x 18"	General.
El Universal Grafico (U. S. 10)	1917	MD—Span. (E)	10,000 L	16	15½ x 12"	Mexicans.
MONTEREY						
El Noticiero (U S 5)	1916	MD—Span.	2,750	4	24½ x 15½"	Workers.
El Porvenir (U S 5)	1919	MD*—Span. (E)	9,000 L	8-12	20½ x 16⅝"	Best element.
El Sol	1922	ED*—Span. (E)	5,000 L	6	22½ x 18"	General.
SAN LUIS POTOSI						
Accion (U. S. 5)	1921	ED—Span. (E)	800 R	4	18 x 24"	All classes.
TAMPICO						
El Correo	1924	ED—Span. (E)	1,506 L	4	.....	All classes.
El Mundo (U. S. 5)	1916	MD—Span. (E)	4,000 L	8	.....	All classes.
TORREON						
La Opinion (U. S. 5)	1917	MD*—Spanish	5,200	6-8	14½ x 23⅜"	All classes.
El Siglo (U. S. 5)	1921	MD—Spanish	9,000	6	22½ x 17⅝"	All classes.
VERA CRUZ						
El Dictamon (U S 5)	1898	MD*—Span. (E)	11,000 L	8-12	18 x 24"	All classes.
El Piojo	1921	MD—Span. (E)	800 X	4	18¼ x 13¼"	Lowest classes.

WEST INDIES

CUBA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
GUANTANAMO						
La Voz del Pueblo	1899	MD—Spanish	3,000	4	18 x 24"	Working class.
HAVANA						
El Commercio	1886	MD*—Span. (E)	7,500 R	10-12	.....	Commercial.
Diario de la Marina	1832	MD*—Spanish	65,000	28-32	17 x 21½"	Commercial.
Diario Espanol	1907	MD*—Span. (E)	3,750 R	10-12	.....	Merchants.
La Discusion	1911	MD*—Span. (E)	15,000 R	8-16	20¼ x 16¼"	General.
Evening News	1912	ED—Eng. (E)	2,200 R	4-6	18 x 14"	English speaking.
Telegram (US4)	1922	ED—Eng. (E)	6,800 R	4-6	15½ x 20"	English speaking.
Post	1899	MD*—English	14,326	10	18 x 21"	English speaking.
Commercial	1916	MD—Span. (E)	8,000 R	16	18 x 11"	Commercial.
Heraldo de Cuba (U. S. 12)	1911	MD*—Spanish	45,000	14-16	21½ x 17"	General.
El Imparcial	1916	MD*—Spanish	60,000	8-9	.....	General.
La Lucha	1886	MD*—Span. (E)	16,500 R	12	.....	General.
Mercurio	1923	MD—Span. (E)	4,000 X	8-9	.....	Commercial.
El Mundo (U. S. 4)	1901	MD—Span. (E)	57,000 R	28-32	21½ x 17"	General.
La Noche	1912	ED*—Span. (E)	13,500 R	12	.....	Graphic.
El Pais	1923	ED*—Span. (E)	37,500 R	16	21½ x 17"	General.
La Prensa	1908	ED*—Spanish	25,000	28-32	.....	General.
El Siglo	1926	MD—Spanish	17,000	.....	.....	Political.
El Sol	1912	MD—Span. (E)	27,000 R	12	21½ x 17½"	General.
Unofficial La Correspondancia (U. S. 1)	1896	MD	12,000	15	x 20½"	General.
MANZANILLO						
La Defensa	1904	MD*—Spanish	5,000	8	18 x 22"	All.
La Montana	1917	ED*—Spanish	2,500	4	18 x 24"	All.
La Tribuna	1912	MD ED—Spanish	4,500	8	18 x 24"	All.

PORTO RICO

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
PONCE						
El Aguila	1902	MD—Span'	1,500	8	15 x 20"	General.
El Dia	1909	ED—Span'	2,000	8	15 x 22"	General.
Unofficial La Tribuna	1925	D-ex8—Span'	1,000	4	10½ x 16"	Laborers.
SAN JUAN						
El Mundo	1919	MD*—Spanish	14,639	16	21 x 16½"	Best class.
El Tiempo	1907	ED—Spanish and English	8,500	8	15 x 20"	Middle classes.
La Correspondencia	1890	ED—Span. (E)	7,000 Z	8-12	16 x 21½"	General.
El Imparcial	1918	ED—Span. (E)	7,000 X	10-12	17 x 24½"	Conservative.
Unofficial El Tiempo	1906	MD—Spanish and English	6,500	8	15½ x 20"	General.
La Democracia	1889	MD—Spanish	8,000	12-16	15½ x 22"	General.
El Mundo	1919	MD—Spanish	15,000	14-24	16¼ x 20½"	General.
Union Obrera	....	ED—Spanish	1,000	4	12 x 19"	Workers.
MATANZAS						
El Imparcial	1865	ED*—Spanish	1,200	6	21 x 17"	General.
El Republicano	1900	ED—Spanish	1,500	6	14 x 20"	General.
SANTIAGO DE CUBA						
Diario de Cuba	1917	MD*—Spanish	18,500	14-16	21½ x 13"	All classes.
La Independencia	1871	ED—Spanish	5,000	8	18 x 21"	Working class.
La Region	1924	ED—Spanish	6,500	8	22 x 12"	Working class.

DOMINICAN REPUBLIC

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
SAN PEDRO DE MACORIS						
Boletin Mercantil (U. S. 9)	1914	MD—Spanish	1,500	8	22 x 34"	All classes.
SANTIAGO						
El Diario	1902	MD—Spanish	3,000	8-12	22 x 15½"	All classes.
La Information	1915	ED—Spanish	5,000	8-16	22 x 15½"	All.
SANTO DOMINGO						
Listin Diario	1889	MD*—Spanish	8,900	8-12	17½ x 22½"	General.
Nuevo Diario	1921	ED*—Spanish	2,700	6	11 x 20"	All classes.

BARBADOS, BRIDGETOWN

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
Barbados Advocate	1895	MD—English	1,500	14	24 x 18"	Middle class.
Barbados Standard	1911	MD—English	400	9	18 x 24"	Land owners.

BERMUDA, HAMILTON

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
Colonist Daily	1828	MD—English	2,000	6	19 x 23"	General.

JAMAICA, KINGSTON

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
Daily Gleaner	1834	D-ex8—English	25,000	16	15½ x 20½"	All classes.

TRINIDAD, PORT OF SPAIN

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
Gazette	1825	MD—Eng'	4,000	12-24		All classes.
Guardian	1917	MD—Eng'	2,500			All classes.

HAITI, PORT AU PRINCE

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
Le Matin	1907	MD—French	3,500 Z	4	30 x 45"	Business.
Le Nouvelliste	1896	ED—French and English	3,600 Z	4	13 x 20"	Cultured.

(*Continued on page 302*)

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INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from Page 300)

AUSTRIA

BREGENZ

Vorarlberger Volksblatt	1865	ED	(E) 5,000 A	8	360 x 240 mm.	Middle class.

GMUNDEN

Neueste Post	1914	MD	4,000	8	226 x 360 mm.	General public.

GRAZ

Arbeiterwille	1889	MD*	(E) 22,000 A	16	360 x 234 mm.	Laborers.
Grazer Volksblatt	1896	MD* & ED*	(E) 8,000 A	12	420 x 280 mm.	Middle class.
Kleine Zeitung	1[illegible]		(E) 29,000 A	12	270 x 210 mm.	General public.

INNSBRUCK

Innsbrucker Nachrichten	18[illegible]		22,000	12-24	470 x 310 mm.	Farmers.
Neueste Zeitung	19[illegible]		(E) 11,000 A	4	470 x 310 mm.	Middle class.
Volks Zeitung	18[illegible]		(E) 5,000 A	8 D	275 x 415 mm.	General public.

LINZ

Linzer Volksblass	1868	ED*	8,000	12	410 x 270 mm.	General public.
Oberoesterreichische Tageszeitung	1924	MD*	(E) 5,000 A	10-16	470 x 310 mm.	Farmers.
Tageblatt	1896	ED	(E) 10,000 A	12	400 x 270 mm.	
Tages-Post	1865	ED*	30,000	16	270 x 410 mm.	General public.

SALZBURG

Salzburger Chronik	1864	ED*	(E) 5,000 A	10	280 x 410 mm.	Middle class.
Salzburger Volksblatt	1871	MD*	(E) 12,000 A	12-24	470 x 310 mm.	Farmers and middle class.

VIENNA

Der Abend	1915	ED*	(E)160,000 A	8-12	252 x 380 mm.	Laborers.
Arbeiter Zeitung	1895	MD*	(E)100,000 A	12	475 x 630 mm.	Laborers.
Illustrierte Kronenzeitung	1900	MD*	190,000	16	315 x 240 mm.	All classes.
Illustriertes Wiener Extrablatt	1871	MD*	(E) 35,000	12-26	400 x 280 mm.	General public.
Kleine Volkszeitung	1893	MD*	(E)144,000	16	270 x 204 mm.	Skilled workmen.
Neues Wiener Journal	1893	MD*	(E) 50,000	16	430 x 285 mm.	Aristocrats.
Neuigkeits Weltblatt	1874		(E) 15,000 A	10	230 x 350 mm.	Middle classes.
Reichspost	1896		(E) 42,000	60	400 x 275 mm.	General public.
Sporttageblatt	1921		20,000	8-12	425 x 280 mm.	
Der Tag	1922		(E) 40,000	16	385 x 273 mm.	Middle classes.
Volks Zeitung	1854		(E) 61,000	12	420 x 272 mm.	Middle classes.
Wiener Allegemeine Zeitung	1879		(E) 20,000 A	12-24	400 x 280 mm.	Tradesmen.
Wiener Morgen Zeitung	1919	MD*	(E) 21,000	10	420 x 280 mm.	Jews.
Wiener Stimmen	1918	ED*	(E) 20,000 A	4	400 x 270 mm.	General public.
Wiener Zeitung	1703	MD*	(E) 8,000 A	16	370 x 240 mm.	Professinal.

BELGIUM

ANTWERP

L'Echo du Soir	1921	ED—French	16,000	6	17½ x 22¾"	Financiers.
Gazet	1890	MD ED—Flemish	70,000	6	17¼ x 23.2"	Catholics.
Het Handelsblad	1845	MD—Flemish	45,000	6	18¾ x 24.8"	Tradesmen.
Lloyd Anversois	1857	ED—French	13,000	12	15½ x 22½"	All business.
Le Matin	1894	MD—French	45,000	12	14.5 x 20.5"	Middle classes.
La Metropole	1894	MD—French	27,500	6	18 x 21¾"	Middle class.
De Morgenpost	1920	MD—Flemish	16,000	6	17 x 23¼"	Nationalists.
Le Neptune	1903	MD—French	50,000	12	15 x 21"	Shipping.
De Nieuwe Gazet	1896	MD ED—Flemish	40,000	8	14¾ x 23"	Liberals.
De Scheide	1917	MD—Flemish	20,000	6	16 x 23¼"	"Frontistes."

BRUSSELS

Le Courrier de la Bourse et de la Banque	1895	ED*—French	60,000	16	40 x 58 cm.	Finance.
La Derniere Heure	1906	MDED*—French	191,104	6-12	57 x 43 cm.	All classes.
L'Echo de la Bourse	1880	ED*—French	40,000	16	35½ x 52½ cm.	Finance
Het Laatste Nieuws	1888	MDED*—Flemish	112,502	8-14	33½ x 48½ cm.	Separationists.
La Libre Belgique	1884	MDED*—French	121,000	6-16	56 x 41 cm.	All classes.
Moniteur des Interets Materials	1851	EDW*—French	18,000	20	35 x 26 cm.	Business men.
La Nation Belge	1917	MDED*—French	175,000	6-16	56 x 39½ cm.	All classes.
Le Peuple	1886	MDED—French	85,000	6-8	42½ x 60 cm.	Working class.
Le Soir (U.S.4)	1896	MDED*—French	235,000	10-16	62 x 44½ cm.	All classes.
Le Siecle	1895	MD*—French	80,000	12	42½ x 60 cm.	All classes.

CHARLEROI

Gazette de Charleroi	[illegible]		46,000	6-16	62 x 44 cm.	All classes.
Journal de Charleroi	[illegible]		45,000	6-8	57 x 41 cm.	All classes.

LIEGE

L'Express	[illegible]		34,000 A	6	17¼ x 24¾"	All classes.
La Gazette	1845	MD*—Fren. (E)	45,000 A	6	17¾ x 21.7"	Catholics.
La Meuse	1899	MD*—Fren. (E)	40,000 A	6	16¾ x 23.7"	All classes.
Le Journal	1766	MD*—Fren. (E)	15,000 A	4	17½ x 23½"	Liberal.
La Wallonie	1919	MD*—Fren. (E)	30,000 A	8	17 x 23½"	Socialist.

BULGARIA

BOURGAS

Bourgaski Far	1919	ED—Bul[illegible]	8,000	2	19 x 13"	General.
Morska Zaria	1923	ED—B[illegible]	4,200	2	19 x 24"	General.

RUSSE

Russenska Poshta	1926	MD—Bulgarian	8,000	4	12 x 19"	Mixed.

SOFIA

La Bulgarie	1913	ED—French	6,000	6	15 x 23"	General.
Dnevnik (Daily)	1903	ED Bulgarian	15,000	2	24 x 16½"	General.
Mir (Peace)	1894	MD—Bu[illegible]	15,000	4	17 x 22"	General.
Outro (Morning)	1911	MD—Br[illegible]	52,000	2	24 x 16½"	General.
Slovo (Word)	1922	ED—E[illegible]	10,202	4	22½ x 16½"	General.
Svobodna Rech	1924	MD—[illegible]	18,000	4	15 x 22"	General.
Znamo (Flag)	1894	MD—[illegible]	10,000	2	21 x 15"	Political.
Zora (Dawn)	1919	MD—[illegible]	24,500	4	21 x 15½"	General.

VARNA

Varnenski Novini	1912	ED	8/10,000	4	16 x 23"	General.

CZECHOSLOVAKIA

ASCH

Ascher Zeitung	1863	MD*—German	5,000	8	420 x 268 mm.	Laborers.

BRATISLAVA

Magyar Ujsag	1919	ED*—Hungarian.	5,000	8	420 x 268 mm.	Industrialists.
Narodny Dennik	1920	ED*—Slovak	[illegible]	4-8	47 x 31 cm.	Middle class.
Pravda	1926	ED—Slovak	5,000	4-6	45 x 32 cm.	Workers.
Slovenska Politika	1920	ED—Slovak	10,500			Middle class
Slovensky Dennik	1918	MDED*—Slovak.	16,000	8-12	360 x 510 mm.	Educated.

BRNO (BRUEN)

Lidove Noviny	1893	MD & ED*—Czech.	100,000	16-20 24	357 x 478 mm.	Educated class.
Moravska Orlice	1862	ED*—Czech	12,000	6	280 x 420 mm.	Middle classes.
Moravske Noviny	1879	MD*—Czech	85,000	4-6-16	320 x 225 mm.	All classes.
Moravske Slovo	[illegible]	MD*—Czech	30,000			Socialists.
Morgenpost	1865	MD—Ger	26,000	8	280 x 410 mm.	All classes.
Narodni Neviny	1925	MD—Czech Daily	15,000			Industrialists.
Revnost	1884	MD—Czech	15,000	6-8-12	350 x 220 mm.	Workers.
Svoboda	1919	MD*—Czech	30,000	6	315 x 225 mm.	Agrarians.
Tagesbote	1850	MD & ED*—German	18,000	18	305 x 480 mm.	Educated.

CARLSBAD

Deutsche Tageszeitung, Karlsbader Badeblatt	1859	MD*—Ger. Daily	5,000	8	23½ x 24½ cm.	Middle classes.

EGER

Egerer Tagblatt	1846	ED*—Ger.	12,000	8	315 x 470 mm.	All classes.
Egerer Zeitung	1846	ED*—Ger.	12,000	8	315 x 470 mm.	All classes.

GABLONZ a. N.

Gablonzer Tagblatt	[illegible]	MD ED*—Ger	14,000	16	47 x 31½ cm.	[illegible]

HODONIN

Slovacko	1906	MD*—Czech	6,500	4-8	425 x 290 mm.	All classes.

JAEGERNDORF

Das Volk	1918	ED &—Ger	2,000	6	310 x 460 mm.	Trades.

KOMOTAU

Deutsches Volksblatt	1864	ED*—Ger.	6,000	8	31.5 x 47 cm.	All classes.
Kassai Naple	1884	ED—Hung	12,000	10-16	400 x 268 mm.	Middle class.
Slovensky Vychod	1919	MD*Slovak Daily	8,000	8	410 x 280 mm.	All classes.

MOR. OSTRAVA

Delnick Denik	1918	MD—Czech	9,000	4-6	410 x 290 mm.	Workers.
Duch Gasu	1894	MD*—Czech	15,000	8	420 x 280 mm.	Laborers.
Moravskoslezsky Denik	1918	MD*—Czech	15,000	16	410 x 620 mm.	Tradesmen.
Morgenzeitung und Handelsblatt	1913	MD—Ger	23,000	14-16		Middle class.
Ostravsky Denik	1900	ED*—Czech	5,000	4	420 x 620 mm.	Business.

MOST

Bruexer Zeitung	1848	ED—Ger	18,000	10	31.5 x 47 cm.	All classes.

(*Continued on page* 303)

LE SOIR

of Brussels

BELGIUM'S most powerful daily newspaper is LE SOIR of Brussels. Its nation-wide circulation in excess of 246,000, is first by a wide margin. It leads in volume of advertising, prestige and pulling power, and it is in fact, the national medium of Belgium.

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BELGIUM

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 302)

OLOMOUC

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
Ceskoslovensky Denik	1919	MD*—Czech	16,000	6	41 x 29 cm.	Business.
Mahrisches Tagblatt	1879	MD—Ger	.....	6	330 x 470 mm.	Business.
Pozor	1887	MD—Czech	12,000	8-10	450 x 300 mm.	.....

OPAVA (Troppau)

Deutsche Post	1918	MD*—Ger	12,000	16	300 x 450 mm.	Well situated.
Tagesschau	1926	ED*—Ger	7,000	6	300 x 450 mm.	Poorer classes.

PILSEN (Plzen)

Cesky Denik	1864	MD*—Czech Daily	19,000	8-10	320 x 220 mm.	Middle class.
Cesky Smer	1908	MD*—Czech	15,500	8	336 x 222 mm.	Workmen.
Nova Doba	....	ED*—Czech Daily	25,000	8-10	280 x 390 mm.	All classes.
Pilsner Tagblatt	1900	MD*—German	5,100	4	510 x 340 mm.	Industrialists.

PRAGUE

Czech	1875	MD—Czech	10,000	8 Daily	28 x 39 c.	Conservative.
Cesko Slovo	1907	MD—Czech	38,000	18	420 x 280 mm.	Middle class.
Deutsche Landpost	1919	MD*—Ger	12,000	8	279 x 120 mm.	Agrarians.
Deutsche Presse	1924	MD ED*—Ger	15,000			All classes.
Deutsche Zeitung Bohemia	1828	MD*—German	30,000	16	32½ x 46 cm.	Industry.
Lid	1917	MD*—Czech	54,000	6	315 x 220 mm.	Catholics.
Lidove Noviny	1920	MD*—Czech Daily	25,000	8-16	400 x 265 mm.	Catholics.
Lidovy Denik	1919	MD*—Czech	200,000	6	330 x 225 mm.	Agrarians.
Narod	1860	ED*—Czech	80,000	8-60	510 x 360 mm.	Well-to-do.
Narodni Listy	1860	MD*—Czech	65,000	8-60	510 x 360 mm.	Well-to-do.
Narodni Osvobozeni	1924	MD—Czech	90,000	16	32 x 47 cm.	Intelligentsia.
Narodni Politika	1882	MD*—	145,000			All classes.
Neue Morgenpost	1908	MD—Ger	25,000	6-8	360 x 420 mm.	Tradesmen.
Novy 28 Rijen	1919	ED*—Czech	18,000	4-6D	32 x 48 cm.	Higher class.
Prager Presse	1921	MD ED*—Ger	30,000	12-20	415 x 280 mm.	Commercial.
Prager Tagblatt	1875	ED—Ger	46,000	18-30	325 x 470 mm.	Middle classes.
Prazsky Vecernik	1917	MD*—Czech	12,000	6	315 x 220 mm.	Catholics.
Sozialdemokrat	1921	MD—Ger	11,800	12	290 x 420 mm.	Social democrats.
Vecer	1917	ED*—Czech	45,000	4	466 x 310 mm.	All classes.
Vecerni Ceske Slovo	1907	ED—Czech	208,000	6	420 x 280 mm.	All classes.

PRESSBURG

Pressburg Zeitung	1764	MD—Ger	15,000	(204 Sun)	42 x 28 cm.	All classes.

REICHENBERG

Reichenberger Zeitung	1860	MD ED*—Ger	35,000	20	360 x 272 mm.	Middle class.

TETSCHEN A.D.E.

Sudettendeutsche Tageszeitung	1923	MD*—Ger	20,000	16	300 x 315 mm.	Middle class.

TRUTNOV (TRAUTENAU)

Trautenauer Tagblatt	1872	ED*—Ger	10,000	6-12	380 x 240 mm.	Industrialists.

USTI N. LABEM (AUSSIG)

Aussiger Tagblatt	1856	ED—Ger	15,000	12	47 x 32½ cm.	All classes.
Volksrecht	1895	MD—Ger	4,500	6-8	470 x 325 mm.	All classes.

UZHOROD

Uj Kozlony	1867	ED—Hung	2,000	4	260 x 420 mm.	Merchants.

WARNSDORF

Abwehr	1871	ED—Ger	12,000	12	430 x 300 mm.	Industrial.

DENMARK

AALBORG

Aalborg Amtstidende	1888	ED		10	15½ x 23"	Agricultural.

AARHUS

Aarhus Stiftstidende	1793	MD		10	16 x 23½"	General.
Jyllandsposten	1870	MD		14	16½ x 21½"	Conservative.

COPENHAGEN

Aftenposten	1890	MD		12	15½ x 23½"	Middle class.
B. T.	1915	ED	37,142	20	10½ x 15½"	All classes.
Berlingske Tidende (U. S. 4)	1749	MD	58,988	20	15½ x 22½"	General.
Borsen	1895	MD		8	16 x 21½"	Business men.
Dagens Nyheder	1870	MD		10	16 x 24"	Conservatives.
Kobenhavn	1889	MD		12	15½ x 22"	Middle class.
Nationaltidende	1876	MD	74,027	8	15½ x 23"	Nationalistic.
Politiken	1883	MD	65,521	16	15½ x 22¼"	All classes.

ESTONIA

TALLINN

Kaja (Echo)	1916	ED—Estonian	15,000	8-12	470 x 315 mm.	Conservative.
Paevaleht	1906	ED—Estonian	50,000	12	23 x 18"	All classes.
Revaler Bote	1919	ED—German	5,200	8-16	385 x 250 mm.	Political.
Veba Maa	1918	MD—Estonian	60,000	10-12	34 x 50.5 cm.	Middle classes.

FINLAND

ABO

Abo Underrattelser	1824	MD—Swedish	7,000	6-8	.....	All classes.

HAMEENLINNA

Hameen Sanomat	1868	MD—Finnish	8,600	4	49 x 57 cm.	All classes.

HELSINGFORS

Helsingin Sanomat	1890	MD*—Finnish	65,000	10-28	57 x 45 cm.	All classes.
Hufvudstadsbladet (U. S. 4)	1864	MD*—Swedish	40,000	14 D.	550 x 400 mm.	All classes.
Ilralehti	1919	ED*—Finnish		4-8	399 x 510 mm.	Middle class.
Suomen Sociali demokraatti	1918	ED*—Finnish	30,000	8	55 x 40 cm.	Workers.
Svenska Pressen	1882	ED*—Swedish	7,000	4	550 x 400 mm.	Swedish Public in Helsingfors.
Uusi Suomi	1847	MD*—Finnish	50,000	12-28	399 x 510 mm.	All classes.

OULU

Kaiku	1877	MD—Finnish	7,000	6	520 x 370 mm.	Coalition party.

PORI

Satakunnan Kansa	1873	MD*—Finnish	18,000	8	335 x 510 mm.	All classes.

TAMPERE

Aamulehti	1881	MD—Finnish	25,000	8-16	51 x 33 cm.	All classes.
Tampereen Sanomat	1919	MD—ex Mon.*—Finnish	15,000	4-16	700 x 500 mm.	All classes.

TURKU

Uusi Aura	1880	MD*—Finnish	14,000	6-16	.....	Coalition party.

ULEABORG

Kaleva	1899	MD—Finnish	12,500	4-16	.....	All classes.
Sanomalehti Litto	1906	MD*—Finnish	12,600	4-16	35 x 52 cm.	Country people.

VIBORG

Maakansa	1908	MD*—Finnish	11,000	6	40 x 62 cm.	Farmers.

VIIPURI

Kansan Tyo	1905	ED-exS.*—Finnish	12,000	8	.....	Social democratic.

VASA

Ilkka	1906	ED*—Finnish	13,000	6-8	44 x 57 cm.	Farmers.
Vaasa	1903	ED*—Finnish	14,300	8	.....	Middle class.
Vasabladet	1859	MD*—Finnish	7,000	4	41 x 59 cm.	Swedish people.

FRANCE

AJACCIO (CORSICA)

La Jeune Corse	....	MD—French	15,000	....	490 x 327 mm.	Citizens.

AMIENS

Le Progress de la Somme	1867	MD—French	60,000	6	17½ x 23½"	Public in general.

ANGERS

Le Petit Courrier	1854	MD—Fren. (E)	30,000 A	4-8	60 x 45½ cm.	All classes.

AVIGNON

Quotidien du Midi	....	MDED—French	10,000	4	548 x 405 mm.	Citizens.
Le Radical de Vaucluse	....	ED—French	12,000	....	535 x 390 mm.	Citizens.
Les Tablettes D'Avignon	....	MD, ED—French	3,000	....	265 x 195 mm.	Citizens.

BASTIA (CORSICA)

Bastia Journal	....	MD—French	5,000	....	505 x 330 mm.	Citizens.
Le Petit Bastiais	1875	MDED—French		4	502 x 330 mm.	Citizens.

BEZIERS

L'Oeil	....	ED—French	4,000		.....	Citizens.
La France	1895	MDED*—French	200,000	6-8	60 x 45 cm.	All classes.
La Petite Gironde	1872	MDED*—French	300,000	4-8	70 x 46 cm.	All classes.

BOULOGNE-SUR-MER

La France du Nord	1868	ED*—French (E)	4,000 R	4	22 x 17"	Middle class.
Le Telegramme	1908	MD*—French (E)	25,000 R	6	22 x 16"	All classes.

(*Continued on page 304*)

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INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 303)

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
BREST						
La Depeche de Brest et de l'Ouest	1886	MD*—French	(E) 40,000 A	6	63 x 45 cm.	All classes.
CALAIS						
Le Petit Calaisien	1887	MD—French	12,000 A	4	23½ x 18"	General public.
Le Phare de Calais et du Pas-de-Calais	1895	ED—Fren. (E)	12,500 A	4	23½ x 18"	General public.
CHERBOURG						
Cherbourg-Eclair	1900	MD*—French	14,500 X	4-6	21¾ x 17⅝	General public.
CHAREVILLE						
Le Petit Ardennais	1880	MD—French	30,000	4-8	18 x 24"	General.
CHAUMONT						
Le Petit Haut-Marnois	1903	MD—French	42,000	4-6	.....	General.
CLERMONT-FERRAND						
Le Moniteur du Puy du Dome	....	MD—French	50,000 A	4	405 x 535 mm.	All classes.
L'Avenir du Plateau Central	....	MD*—French	50,000 A	4	403 x 539 mm.	Wealthy.
CORTE (Corsica)						
Pascal Paoli	....	MD, ED—French	2,000	....	.....	Citizens.
DUNKIRK						
Le Nord Maritime	1883	ED*—French	(E) 15,000 A	4	18½ x 24"	Conservative.
GRENOBLE						
Le Petit Dauphinois	1876	MD*—French	150,000	6-8	44 x 49 mm.	All classes.
HAVRE						
Havre-Eclair	1904	MD—French	37,000	8	17 x 23"	General.
Journal du Havre	1750	ED—French	4,000	4	17½ x 24½"	Merchants.
LILLE						
La Depeche et le Nouvelliste	1883	MD, ED—French	(E) 75,000 A	6-8	17½ x 23½"	Conservative.
L'Echo du Nord & Le Grand Echo	1819	MD, ED*—French	(E) 120,000 A	8-10	17 x 23½"	All classes.
L'Enchaine	1923	ED*—French	...	6	17½ x 23½"	Communist.
Le Progress du Nord	1867	MD*—French	25,000 A	6	17 x 25"	Radical party.
Le Reveil du Nord	1889	MD*—French	130,000 A	6-10	17 x 24"	Working classes.
LIMOGES						
Courrier du Centre	1852	MD—Fren'	(E) 75,000 R	6	24 x 18"	Conservative.
La Gazette du Centre	1879	ED—Fren'	(E) 6,000 L	4	24 x 18"	Royalists.
Populaire du Centre	1905	MD—Fren'	20,000 L	4	24 x 18"	Socialist.
LYONS						
Journal de la Foire de Lyon	1910	ED*—French	5,000	4-6	45 x 60 cm.	Commercial.
Lyon Republicain	1878	MD*—French	(E) 20,000 A	6	43 x 60 cm.	Middle class.
Le Nouveau Journal	1925	MD*—French	(E) 40,000 A	6	44 x 60 cm.	Commercial.
Le Nouvelliste	1877	MD*—Fren	225,000 A	6-8	43½ x 59½ cm.	Middle classes.
Le Progress de Lyon	1858	MD*—French	(E) 220,000 A	6	43½ x 59½ cm.	All classes.
Le Salut Public	1848	ED—Fren	(E) 20,000 A	4-6	44 x 60 cm.	All classes.
MARSEILLE						
Bulletin Maritime et Commercial de Marseille	1870	ED—French	8,000	12	.....	Citizens.
Journal de Marseille	1782	MD—French	10,000	4	.....	Citizens.
Le Petit Marseillais	1867	MD*—French	380,000	6	17½ x 23½"	Bourgeois.
Le Petit Provencal	1867	MD, ED*—Fren'	220,000	6	545 x 400 mm.	Middle classes.
Le Radical de Marseille	1867	MD—French	50,000	6	17 x 23¼"	Bourgeois.
Le Semaphore de Marseille	1827	MD—French	30,000	6	18 x 23⅝"	Conservative.
Le Soleil de Marseille	1884	MD, ED—Fren'	30,000	6	18 x 33⅜"	Bourgeois.
METZ						
La Libre Lorraine	1886	ED—Ger'	(E) 24,000 A	8	29½ x 14¾"	Rural.
Le Lorrain	1883	MD—French	15,000	6	.....	Industrial.
Le Mossin	1883	ED—Fren'	(E) 22,000 A	6-16	20½ x 14¾"	Middle class.
MONTPELLIER						
Eclair	....	MD & ED—French		....	540 x 400 mm.	Bourgeois.
MULHOUSE						
L'Express de Mulhouse	1812	MD—Fren'	(E) 15,000 A	6	.....	Urban.
Mulhauser Tageblatt	1884	MD—Ger'	(E) 38,000 A	16	19½ x 12¼"	General.
NANCY						
L'Eclair de l'Est	1905	MD, ED—French	60,000	6	18 x 23"	General.
L'Est Republicain	1892	MD, ED—Fren'	120,000	8-16	17½ x 24½"	All classes.
Impartial de l'Est	1883	MD, ED,—French	50,000			General.
NANTES						
Echo de la Loire	1920	MD—Fren'	(E) 8,000 A	4-8	58½ x 44 cm.	Wealthy.
L'Ouest	1910	MD—Fren'	(E) 20,000 A	6-8	59 x 44 cm.	All classes.
Le Phare	1814	MD*—French	(E) 102,000 A	8	60 x 44 cm.	All classes.
Le Populaire	1876	MD*—French	(E) 60,000 A	6-8	62 x 43 cm.	All classes.
NICE						
Le Diable a Quatre	....	ED, MD—French	5,500	....	500 x 350 mm.	Bourgeois.
L'Eclaireur de Nice et du Sud-Est	1880	MD*—French	90,000	6-12	24½ x 17"	All classes.
L'Eclair du Soir	1918	ED—French	15,000	4	24 x 17½"	Bourgeois.
La France de Nice et du Sud-Est	1926	MD*—French, Italian and English	5,000	8	24½ x 15¾"	All classes.
Le Petit Nicois	1880	MD*—French and English	35,000	8-12	24½ x 17"	All classes.
NIMES						
Journal du Midi	....	MD, ED—French	12,000	....	505 x 333 mm.	Bourgeois.
PARIS						
L'Action Francaise	1908	MD—French	80,000 X	....	.....	
L'Avenir	1918	MD—French	40,000 X	....	.....	
La Croix	1880	MD—French	250,000 X	4-6	.....	
L'Echo de Paris	1884	MD—French	550,000 X	6-8	558 x 400 mm.	
Excelsior	1910	MD*—Fren	(E) 200,000	6-8	43 x 60 cm.	Wealthy classes.
Le Figaro	1854	MD—French	55,000 X	6-12	.....	
Le Gaulois	1868	MD—French	35,000 X	....	.....	
L'Homme Libre	1913	MD—French	10,000 X	....	.....	
L'Humanite	1904	MD—French	200,000 X	....	.....	
L'Information	....	ED—French		6-8	.....	Business.
L'Intransigeant	1880	ED—French	350,000 X	6-8	.....	
Le Journal	....	MD—French	1,200,000 X	6-8	508 x 400 mm.	
La Journee Industrielle	1918	MD—French		8	.....	Commercial agricultural.
La Liberte	1865	ED—French	100,000 X			
Le Matin	1884	MD—Fren	1,030,311 X	6-8	558 x 400 mm.	
The New York Herald (European Edition)	1887	MD*—English	50,000 X	10-18	.....	English speaking.
Le Nouveau Siecle	1925	MD—French	20,000 X	6-8	.....	
L'Oeuvre	....	MD—French	100,000 X	....	.....	
Paris Midi	....	ED—French	60,000 X	6	.....	
Paris-Soir	....	ED—French	180,000 X	....	.....	
Paris Times	1924	ED*—English	15,000	6	1715 six point lines	Sports, etc. High class international clientele.
Le Petit Parisien	1878	MD*—French	(E) 1,700,000 A	6-8	42 x 60 cm.	All classes.
Le Peuple	....	MD—French	(E) 10,000 X	....	.....	
La Presse	....	ED—French	125,000	....	.....	
Le Quotidien	1922	MD—French	(E) 360,000 Z	....	.....	
Le Temps	1864	MD—French	(E) 110,000 X	6-8	.....	
Le Victoire	....	MD—French	50,000 X	....	.....	
PERPIGNAN						
Independant des Pyrenees-Orientales	....	MD—French	35,000	....	548 x 400 mm.	Bourgeois.
RENNES						
Le Nouvelliste	1900	MD—French	50,000 A	6-8	60 x 43 cm.	Wealthy.
L'Ouest Eclair	1899	MD—French	150,000 A	10-12	51 x 37 cm.	All classes.
RODEZ						
Union Catholique	....	MD*—French	7,000 A	4	390 x 520 mm.	Cultured.
ROUBAIX						
Journal de Roubaix	1856	MD*—French	70,000 A	6-10	23 x 17"	All classes.
ROUEN						
Journal de Rouen	1762	MD—French	70,000	6-12	17½ x 24½"	Good class.
SAARBRUCKEN						
Landes Zeitung	....	MD—Ger'	(E) 70,000	....	.....	General.
Saarbrucker Zeitung	....	MD—Ger'	(E) 80,000 X	....	.....	General.
SAINT ETIENNE						
La Loire Republicaine	1884	ED—Fren'	(E) 35,000 A	4-6	43 x 58 cm.	All classes.
Haute Loire	1884	MD*—Fren'	(E) 60,000 A	6	40 x 52 cm.	Wealthy.
La Tribune	1898	MD*—Fren'	150,000 A	6	44 x 58 cm.	Workers.
STRASBOURG						
Dernieres Nouvelles de Strasbourg	1877	MD—French & German	97,000	16	18½ x 12"	All classes.
Journal d'Alsace et de Lorraine	1787	MD—Fren'	(E) 15,000 R	10	18½ x 12¾"	Business.
Journal de l'Est	1923	MD—Fren'	(E) 10,000 X	8	18½ x 12½"	Business.
TOULON						
Petit Var	....	MD—French	60,000	....	530 x 398 mm.	Bourgeois.
La Republique du Var	....	ED—French	6,000	....	530 x 405 mm.	Bourgeois.
TOURS						
La Touraine Republicaine	1881	MD & ED—French	(E) 10,000 A	4-8	62 x 44½ cm.	Wealthy.

FREE CITY OF DANZIG

Danziger Allgemeine Zeitung	1848	ED*—German	4,000	8	450 x 310 mm.	Middle classes.
Danziger Landes Zeitung	1873	ED—German	16,000	10	460 x 340 mm.	Agricultural.
The Danziger Neueste Nachrichten	1894	ED*—German	50,000	16	51 x 34.5 cm.	Educated classes.
Danziger Volkstimme	1906	ED*—German	15,200	12	45 x 27.5 cm.	Laboring classes.
Die Danziger Zeitung	1858	MD*—German	19,000	9	310 x 470 mm.	Business.
		ED—Polish	18,000			Polish.
Olivaer Zeitung	....	ED—Ger (E)	1,000 A	4	430 x 280 mm.	Suburban
Praunster Anzeiger	....	ED—Ger (E)	600 A	2	430 x 280 mm.	Suburban
Zoppoter Zeitung	....	ED—Ger (E)	3,000 A	4	430 x 280 mm.	Suburban.

GERMANY

AACHEN						
Aachener Allgemeine Zeitung	1900	MD*—German	1,100	8	475 x 310 mm.	Industrial.
Aachener Anzeiger	1878	MD ED*—Ger	10,000	12	374 x 540 mm.	Middle.
Aachener Post	1890	ED*—Ger	10,500	8	475 x 310 mm.	Better middle.
Echo der Gegenwart	1818	MD ED*—Ger	30,000	8	480 x 330 mm.	All classes.
Freie Presse	1919	ED*—Ger	15,000	8	435 x 280 mm.	Working classes.
Der Volksfreund (Aachener Generalanzeiger)	1894	MD*—Ger	30,000	12	485 x 335 mm.	Middle classes.
ALLENSTEIN						
Allensteiner Zeitung	1841	ED—exS*—Ger	11,000	12	422 x 28.1 cm.	All circles.
ALTENA						
Altenaer Kreisblatt	1833	D—German	5,500	8	485 x 360 mm.	All classes.
AUGSBURG						
Post Zeitung	1687	MD*—German	.....	8	510 x 350 mm.	Middle classes.
Neue Augsburger Zeitung	1852	MD*—German	40,000	16	510 x 350 mm.	Middle classes.
BADEN-BADEN						
Badener Tageblatt	1811	ED—Ger	4,600	8	11⅛ x 17¼"	All classes.
Morgenzeitung und Handelsblatt	1921	ED—Ger	.....	10	11 x 16½"	Industry.

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Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.—Pg. Size	Appeal
BAMBERG					
Tageblatt	1834	MD*—Ger	25,000	8-20 415 x 280 mm.	General Paper
Volksblatt	1872	MD*—Ger (E)	13,800 A	8-32 420 x 272 mm.	Middle classes.
BENRATE					
Benrater Tageblatt	1887	ED*—German	8,200	8 465 x 320 mm.	All classes.
BERLIN					
Berliner Platt	1896	ED	22,000	8-10 D. 280 x 410	Middle class.
Boersen Zeitung	1855	MD ED (E)	35,000 L	16 D. 478 x 335	Financiers.
Boersen-Courier	1867	MD ED (E)	20,000 L	12 D. 280 x 420	All classes.
"B-Z am Mittag"	1877	MD	197,610	16 D. 280 x 414	All classes.
Lokal-Anzeiger	1882	MD ED (E)	200,000		All classes.
Morgenpost	1899	MD	566,450 Daily	16 D. 280 x 414	All classes.
Tageblatt	1871	MD ED (E)	150,000 L	16 D. 281 x 412	All classes.
Allgemeine Zeitung	1921	MD ED (E)	50,000 L	10 D. 580 x 420	Conservative.
Tageszeitung	1893	MD ED (E)	20,000 L	10 D. 280 x 410	Farmers.
Zeitung	1895	MD ED (E)	10,000 L	16 D. 280 x 410	Nationalist
Germania	1870	MD ED (E)	25,000	8 D. 280 x 410	Catholic.
Neue Preussische Kreuz-Zeitung	1847	MD ED (E)	56,000 L	16 D. 280 x 410	Rich.
Die Rote Fahne	1918	MD (E)	50,000	14 D. 280 x 410	Communistic.
Taegliche Rundschau	1881	MD ED (E)	30,000	16 D. 280 x 410	All classes.
Uhr Abendblatt	1910	ED (E)	60,000	14 D. 280 x 410	All classes.
Vorwaerts	1883	MD ED (E)	75,000 L	14 D. 280 x 410	Social Democrats
Vossische Zeitung	1704	MD ED	65,000	16 280 x 410	All classes.
BEUTHEN					
Ostdeutsche Morgenpost	1846	MD*—Ger.	29,800 A	12 18 x 12"	Industrials.
BIELEFELD					
Westfaelische Neueste Nachrichten	1900	MD*—Ger.	24,500	20 415 x 282 mm.	Better classes.
Westfaelische Zeitung	1811	MD*—Ger	23,500	16 420 x 295 mm.	Commercial.
BOCHUM					
Bochumer Zeitung, Maerkischer Sprecher	1828	MD—Ger.	11,000	12 440 x 310 mm.	Middle class.
BONN					
Deutsche Reichszeitung	1871	MD*—Ger.	25,000	12 500 x 375 mm.	All classes.
General Anzeiger fuer Bonn u. Umgegend	1889	MD—Ger.	42,000	16 530 x 335 mm.	All classes.
BOTTROP					
Bottropper Volkszeitung	1880	MD*—Ger	9,300	12 430 x 300 mm.	All classes.
Weserbote	1856	MD—Ger.	2,300	6 47 x 31.5 cm.	All classes.
BREMEN					
Arbeiter-Zeitung	1921	ED—Ger.	11,000	10 430 x 270 mm.	Laborers.
Bremer Nachrichten	1743	MD—Ger.	67,000	12 480 x 317 mm.	All circles.
Weser-Zeitung	1844	MD ED—Ger.	26,000	14 530 x 372 mm.	Trade.
Volkszeitung	1890	ED—Ger.	15,000	12 430 x 281.5 mm.	
BREMERHAVEN					
Norddeutsche Volksstimme	1889	MD—Ger.	15,000		Workmen.
Nordwest deutsche Zeitung	1894	ED—Ger.	20,500	15 465 x 320 mm.	All classes.
BRESLAU					
Neueste Nachrichten	1888	ED—Ger.	150,000	30 14 x 20"	All classes.
Schlesische Arbeiterzeitung	1919	MD—Ger. (E)	25,000 A	8 18 x 12"	Working classes.
Schlesische Volkszeitung	1868	MD & ED ex8*—German	24,000	16 17 x 13"	Catholic.
Schlesische Zeitung	1741	MD ED—Ger. (E)	25,000 A	16 17 x 13"	Wealthy.
Volkswacht	1889	MD*—Ger.	26,500 A	18 18 x 12"	Working class.
BRUNSWICK					
Allgemeiner Anzeiger	1886	ED—Ger.	45,000	12 425 x 305 mm.	Middle classes.
Neueste Nachrichten	1896	ED—Ger.	28,000	16 425 x 296 mm.	Educated.
Braunschweigische Landeszeitung	1879	MD—Ger.	22,000	16 425 x 305 mm.	Middle class.
Staatszeitung	1745	MD—Ger.	....	400 x 285 mm.	Middle class.
Volksfreund	1870	ED—Ger.	19,800	10 470 x 256 mm.	Laborers.
BUER					
Volkszeitung	1919	MD*—Ger.	14,650	10 500 x 330 mm.	Working classes.
Zeitung	1881	MD*—Ger.	17,500	16 360 x 530 mm.	All classes.
CHEMNITZ					
Allgemeine Zeitung	1898	ED*—Ger.	48,000	20 30.4 x 44.5 cm.	Industrial.
Chemnitzer Neueste Nachrichten	1889	ED*—Ger.	73,000	18 33.5 x 47 cm.	Industrial.
Chemnitzer Tageblatt	1848	MD*—Ger.	21,503	14-16 33.5 x 51 cm.	Commercial.
COBLENZ					
Coblenzer General-Anzeiger	1880	MD	37,500	20 475 x 312 mm.	All classes.
Coblenzer Volkszeitung	1872	MD	32,000	16 330 x 540 mm.	All classes.
COLOGNE					
Tageblatt	1863	MD ED—Ger.	33,000	12 420 x 280 mm.	Middle classes.
Volkszeitung	1860	MD ED—Ger.	25,000	4 533 x 375 mm.	Catholic.
Zeitung	1800	MD ED*—Ger.	54,000	12 545 x 383 mm.	Wealthy.
Rheinische Volkswacht	1885	ED	33,000	22 283 x 420 mm.	All classes.
Rheinische Zeitung	1891	ED*—Ger.	40,500	12 425 x 270 mm.	Working classes.
Stadtanzeiger fuer Koeln und Umgebung	1876	MD ED*	140,000	30 430 x 280 mm.	Middle classes.
DORTMUND					
Dortmunder Zeitung	1828	MD ED*	36,000	20 315 x 470 mm.	Better Classes.
General Anzeiger	1887	ED* (E)	175,000 A	12 460 x 350 mm.	All classes.
Tremonia	1876	MD* (E)	38,000 A	480 x 320 mm.	Catholic.
Westfaelische Allgemeine Volkszeitung	1889	MD*—Ger.	28,000	16 425 x 280 mm.	All classes.
DRESDEN					
Anzeiger	1730	MD ED*	61,000	12 31.5 x 49.5 cm.	Industrial.
Nachrichten	1856	MD ED* German & Esperanto	37,000	20 31.5 x 48 cm.	Industrial.
Neueste Nachrichten	1893	ED*—Ger.	105,000	15 71.5 x 51.5 cm.	Industrial.
Volkszeitung	1879	ED*—Ger.	4,100	16 28 x 43.4 cm.	Family paper.
Saechsische Staatszeitung	1846	ED*—Ger.	5,500	8 31.5 x 48.5 cm.	Officials.
Saechsische Volkszeitung	1900	ED—Ger.	10,000	18 31.5 x 49.5 cm.	Family paper.
DUISBURG					
Duisburger General Anzeiger	1881	MD ED*—Ger.	51,512	20 440 x 330 mm.	Industrial.
Niederrheinische Nachrichten	1909	MD*—Ger. (E)	25,000 A	10 340 x 470 mm.	Middle classes.
Rhein-und Ruhrzeitung	1843	MD ED*—Ger.	34,000	12 500 x 345 mm.	Middle classes.
DUESSELDORF					
Duesseldorfer Nachrichten	1876	MD ED—Ger.	90,000	32 295 x 420 mm.	All classes.
Duesseldorfer Stadt Anzeiger	1926	MD*—Ger.	68,000	18 530 x 375 mm.	Good middle.
Duesseldorfer Tageblatt	1867	MD*—Ger.	25,000	15 420 x 290 mm.	Catholic.
Der Mittag	1920	ED*—Ger.	....	14 530 x 375 mm.	Good middle.
ELBING					
Zeitung	1787	MD	32,500	12 45.7 x 32.9 mm.	All.
EMDEN					
Emder Zeitung	1876	ED—German	....	6 455 x 320 mm.	Middle classes.
Ostfriesische Zeitung	1812	ED—German	....	8 424 x 269 mm.	All.
Rhein-Ems-Zeitung	1900	ED—German	10,000	6-12 49 x 57 cm.	All.
ESSEN					
Essener Allgemeine Zeitung	1875	MD ED	50,000	20 455 x 322 mm.	Middle.
Essener Anzeiger	1904	MD*—Ger.	35,000	20 420 x 280 mm.	All classes.
Rheinisch-Westfaelische Zeitung	1738	MD ED* (E)	35,000 A	5 550 x 400 mm.	Better classes.
FRANKFORT-ON-MAIN					
Nachrichten	1722	MD*—German	30,000	12 430 x 280 mm.	Middle classes.
Post	1923	MD*—German	12,000	8-12 440 x 300 mm.	Middle class.
Zeitung	1856	MD ED*	68,000	MD ED 8-20 530 x 350	General.
General Anzeiger	1876	ED	145,000	16-30 478 x 330 mm.	Middle class.
Volkszeitung	1870	MD	30,000	8-12 488 x 320 mm.	Catholics.
Volksstimme	1889	ED	35,000	14 415 x 280 mm.	Working classes.
FREIBERG					
Anzeiger	1848	ED*—Ger.	12,000	24 21.5 x 48 cm.	All circles.
GOSLAR					
Goslarsche Zeitung	....	MD—Ger.	6,600	.. 404 x 263 mm.	Middle classes.
Harzer Tageblatt	1923	ED—Ger.	5,000	10 42 x 48 cm.	Industry.
Harzer Volkszeitung	1919	ED—Ger.	5,000	8-10 410 x 270 mm.	Workers.
HAMBURG					
Anzeiger	1887	ED*—Ger.	130,000	14-30 50 x 34 cm.	All classes.
Echo	1875	ED*—Ger.	52,000	8-20 520 x 365 mm.	Middle Classes.
Fremdenblatt	1828	MD ED*—Ger.	150,000	36 520 x 365 mm.	Better classes.
Nachrichten	1792	MD ED*—Ger.	32,000	20 520 x 376 mm.	General.
Neueste Nachrichten	1897	MD*—Ger.	5,000	14 420 x 295 mm.	Middle classes.
8 Uhr Abendblatt	1921	ED*—Ger.	30,000	12-44 480 x 280 mm.	Good class.
Volkszeitung	1918	ED*—Ger.	40,000	8-12 520 x 365 mm.	Workers.
Correspondent	1731	MD ED*—Ger.	5,000	34 420 x 295 mm.	Commercial.
HAMELIN					
Deister-& Weserzeitung	1848	ED—Ger.	12,000	12 32 x 47 cm.	Well-to-do.
HANNOVER					
Landeszeitung	1866	ED—Ger.	33,000	12-16 420 x 280 mm.	Middle classes.
Volkszeitung	1880	MD—Ger.	55,000		Middle classes.
Anzeiger	1892	ED—Ger.	111,000	20 47 x 33 cm.	Well-to-do.
Kurier	1849	MD—Ger.	55,000	20 435 x 283 mm.	Wealthy citizens.
Tageblatt	1851	MD—Ger.	72,000	24 330 x 470 mm.	Well-to-do.
Niederdeutsche Zeitung	1922	ED—Ger.	15,000	10-16 32 x 47 cm.	Well-to-do.
Volkswille	1889	ED—Ger.	32,000	12-16 280 x 425 mm.	Workmen.
HARBURG					
Anzeigen und Nachrichten	1844	ED—Ger.	14,300	10 282 x 415 mm.	All classes.
Tageblatt	....	MD—Ger.	5,300	420 x 280 mm.	Middle classes.
Lokal Anzeiger	1885	MD—Ger.	9,000	460 x 285 mm.	Middle classes.
Volksblatt	1893	ED—Ger.	10,000	12 410 x 280 mm.	Workmen.
HEIDELBERG					
Tageblatt	1882	ED*	25,000	14-16 11¾ x 17"	Middle class.
HEILBRONN					
Neckar Zeitung	1744	ED ex8*	18,000	8-10 12¼ x 17¾"	Middle class.
HILDESHEIM					
Volksblatt	....	MD—Ger.	14,500		All classes.
Zeitung	1782	MD—Ger.	11,300	10 430 x 283 mm.	All professions.
HIRSCHBERG					
Der Bote aus dem Riesengebirge	1812	MD*—Ger.	23,000 A	24 12 x 9"	All classes.
KIEL					
Neueste Nachrichten	1894	ED*—Ger.	70,000	20-40 425 x 300 mm.	All classes.
Zeitung and Handelsblatt	1864	MD*—Ger.	12,000	16-24 310 x 455 mm.	Middle classes.
KOENIGSBERG					
Georgine	1923	SW*—Ger.	52,300	12-16 47 x 34 cm.	Farmers.
Allgemeine Zeitung	1875	MD ED* (E)	45,000 A	12 47 x 33.5 cm.	All classes.
Hartungsche Zeitung		MD ED* (E)	6,000 A	8-10 47.5 x 33.7 cm.	Business.
Tageblatt	1897	MD* (E)	20,000 A	8-12 47.5 x 33.7 cm.	Middle classes.
Volkszeitung	1892	ED (E)	15,000 A	8-12 47 x 32 cm.	Workers.
Ostpreussische Zeitung	1849	ED (E)	10,000 A	12 42 x 30 cm.	Higher class.
LEIPZIG					
Abendpost	....	D—Ger.	....	.. 440 x 290 mm.	
Neueste Nachrichten	1892	D*—Ger.	170,000	100 440 x 290 mm.	
Volkszeitung	....	D—Ger.	40,000	425 x 288 mm.	
Neue Zeitung	....	D—Ger.	100,000	16 420 x 300 mm.	
Saechsische Arbeiterzeitung	....	D—Ger.	30,000	.. 425 x 290 mm.	
MUNICH					
Bayerische Zeitung	1892	MD* (E)	50,000 A	6-12 460 x 324 mm.	Better middle.
Bayerischer Kurier	1856	MD*—Ger.	35,000	10-24 470 x 300 mm.	Catholic.
Augsburger Abendzeitung	1609	ED* (E)	48,000 A	20-30 420 x 293 mm.	Better middle.
Nachrichten	1848	MD*—Ger.	140,000	24-30 465 x 350 mm.	General paper.
Post	1886	MD* (E)	35,000 A	8-30 405 x 290 mm.	Workmen.
Zeitung	1892	MD*—Ger.	90,000	16-32 460 x 324 mm.	Better middle.
Neue Freie Volkszeitung	1872	MD*—Ger.	42,000	14-16 420 x 270 mm.	General.
Neues Tageblatt	1876	MD*—Ger.	45,000	8-16 470 x 360 mm.	Catholic.
Telegram Zeitung	1922	MD*—Ger.	12,000	4 465 x 350 mm.	Commerce.

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Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
MUENSTER						
Anzeiger	1852	MD ED*	33,100	8	510 x 370 mm.	Catholic.
Zeitung	1871	ED*—German	18,500	14	450 x 280 mm.	All classes.
Westfaelische Landeszeitung	1919	ED*—German	10,300	12	460 x 310 mm.	Better classes.
NUREMBERG						
Fraenkischer Kurier	1833	MD* (E)	60,000 A	16-32	460 x 320 mm.	Better classes.
Zeitung	1804	MD* (E)	65,000 A	16-30	425 x 280 mm.	General.
Fuerther Morgenpresse	1880	MD* (E)	10,000 A	16		Republicans.
OLDENBURG						
Nachrichten fuer Stadt und Land	1866	MD—German	25,000	14	410 x 286 mm.	All circles.
PIRNA						
Pirnaer Anzeiger	1809	ED* (E)	15,000 A	12-16	28 x 45 cm.	Commercial.
PLAUEN i. VOGTLAND						
Neue Zeitung	1898	ED*—German	40,000	18-22	24.5 x 48 cm.	Commercial.
Vogtlaendischer Anzeiger	1789	ED—German	30,500	24	24.5 x 48 cm.	Industrial.
RASSTATT						
Tageblatt	1803	ED	48,000	8	11¼ x 16"	All classes.
ROSTOCK i/M						
Volks-Zeitung	1891	ED	11,500	8-12	283 x 430 mm.	Middle classes.
Rostocker Anzeiger	1879	ED*—German	60,000	14-32	463 x 318 mm.	Country people.
STUTTGART						
Schwaebischer Merkur	1785	Twice D—Ger.	18,000		11½ x 16"	Middle class.
Neues Tageblatt	1843	Twice D—Ger.	65,000	20	12½ x 19"	Middle class.
Sueddeutsche Zeitung	1913	Twice	48,000	16	11 x 16½"	Industry.
WILHELMSHAVEN						
Tageblatt	....	MD—Ger.	6,500		425 x 280 mm.	Middle classes.
Wilhelmshavener Zeitung	....	MD—Ger.	15,000		417 x 280 mm.	Middle classes.
WUERZBURG						
Anzeiger	1883	MD* Ger. (E)	48,000 A	12-32	460 x 320 mm.	Better middle.
ZWICKAU						
Tageblatt & Anzeiger	1860	ED*—Ger.	33,500	20	29 x 44.5 cm.	Commercial.

GIBRALTAR

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
El Anunciador	1885	ED—Span' (E)	1,000 X	4	21½ x 15½"	General.
El Calpense	1868	ED—Span' (E)	900 X	4	25 x 16½"	General.
Chronicle and Official Gazette	1801	ED—Eng' (E)	800 X	4	20 x 13"	General.

GREECE

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
ATHENS						
Apogevmatini	1923	ED—Gk. (E)	6,050 A	4	15½ x 21½"	All classes.
Athenai	1902	MD—Gk. (E)	4,000 A	4	15 x 22"	All classes.
Athenaiki	1916	ED—Gk. (E)	4,500 A	8	10½ x 16"	Workers.
Democratia	1926	MD—Gk. (E)	6,500 A	6	14 x 20½"	Democratic.
Eleftheron Vima	1922	MD—Gk. (E)	42,000 A	4-6	16 x 24"	All classes.
Eleftheros Logos	1923	MD—Gk. (E)	13,200 A	4-8	15¼ x 22½"	Middle Class.
Eleftheros Typos	1916	MD—Gk. (E)	10,000 A	5-6	15½ x 22"	All classes.
Empros	1896	MD—Gk. (E)	7,900 A	4-6	15½ x 22"	Middle Class.
Esperini	1900	ED—Gk. (E)	5,000 A	6-8	14¼ x 16"	Middle Class.
Esperinos Telegraphos	1926	ED—Gk. (E)	2,500 A	4	17 x 22¾"	Middle Class.
Estia	1876	ED—Gk. (E)	11,000 A	4	15 x 20½"	Upper middle.
Ethnos	1913	ED—Gk. (E)	20,000 A	4-6	15½ x 22"	All classes.
Excelsior	1925	W—Gk. (E)	12,000 A	16-20	14 x 19¼"	All classes.
Hahgtanak	1924	MD—Arm. (E)	1,000 A	4	12¼ x 17¾"	Commercial.
Helleniki (Hellenic)	1924	MD—Gk. (E)	18,000 A	4-6	15¼ x 24¼"	Workers.
Kathimerini	1918	MD—Gk. (E)	14,200 A	4-6	15¾ x 22½"	Middle class.
D'Athenes	1875	MD—Fren. (E)	2,500 A	4	13 x 20"	European.
Nor Or	1923	MD—Arm. (E)	3,500 A	4	12¼ x 17½"	Armenian colony.
Politia	1917	MD—Gk. (E)	8,450 A	6	14¼ x 20¾"	Upper class.
Proeia	1925	MD—Gk. (E)	7,700 A	7	17 x 23"	Commercial.
Prodos	1915	MD—Gk. (E)	4,125 A	4	17 x 22¾"	Middle class.
Rizospastis	1917	MD—Gk. (E)	5,500 A	4	15¼ x 21¾"	Laborers.
Scrip	1892	MD—Gk. (E)	9,600 A	4-8	15½ x 22"	All classes.
Vradyni	1920	MD—Gk. (E)	10,000 A	6	14 x 20½"	All classes.
SALONIKI						
Alik	1923	MD—Arm. (E)	1,000 X	4	12½ x 18¼"	Middle class.
Ashadank	1926	SW—Arm. (E)	7,800 X	4	20½ x 12½"	Communist.
Avanti	1907	MD—Judeo-Spanish (E)	3,000 X	4	23½ x 17"	Communist.
Eimeris ton Valkanion	1918	MD—Gk. (E)	3,500 X	4	23 x 17¼"	All classes.
Independant	1887	ED—Fren. (E)	2,600 A	4	21 x 14½"	Jewish.
Makedonia	1908	MD—Gk. (E)	9,000 X	4-8	23½ x 18½"	All classes.
Makedonika Nea	1923	MD—Gk. (E)	7,000 X	4-8	17¼ x 16½"	All classes.
Nea Alithia	1903	ED—Gk. (E)	7,500 X	4 & 6	23½ x 17¼"	Urban.
Neologos	1868	MD—Gk. (E)	6,000 X	4 Daily	12½ x 17¼"	Refugees.
Nor Alik	1924	MD—Arm. (E)	800 X	4	21 x 12½"	Communist.
Opinion	1912	MD—Fren. (E)	1,800 X	4	20¾ x 14¾"	Jews.
Phos	1914	MD—Gk. (E)	12,500	4-6	24½ x 17¼"	All classes.
Progress	1924	MD—Fren. (E)	3,600 X	4	22 x 15¼"	Jews.
Puevlo	1917	ED—Judeo-Spanish (E)	2,000 X	4	20½ x 14¼" & 18¾ x 12½"	Middle class Jews.
Tachydromos Voriou Ellados	1920	MD—Gk. (E)	11,000			All classes.
El Tiempo	1908	MD—Judeo-Spanish (E)	2,000 X	4	22 x 16½"	Middle class.
Verdad	1920	MD—Judeo-Spanish (E)	2,000 X	4	18¾ x 12¼"	Middle class.

HUNGARY

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
BUDAPEST						
Az Est	1910	ED*—Hung.	160,000 Z	16-20	22.4 x 36 cm.	All classes.
Budapesti Hirlap	1881	D—Hung.	35,000 Z	16-32	26.8 x 41 cm.	Intellectuals.
Esti Kurier	1923	ED—Hung.	Z	12-16	28 x 41 cm.	Professionals.
Friss Ujsag	1894	MD—Hung.	80,000 Z	8-16	24 x 36 cm.	Laborers.
Magyarsag	1921	D—Hung.	50,000 Z	16-18	26 x 41.1 cm.	High class.
Magyarorszag	1893	ED—Hung.	90,000 Z	20-24	22.4 x 36 cm.	All classes.
Nemzeti Ujsag	1919	D—Hung.	45,000 Z	16-24	28 x 41 cm.	Middle class.
Nepszava	1872	D—Hung.	70,000 Z	12-24	23.4 x 35 cm.	Laborers.
8 Orai Ujsag	1915	ED—Hung.	44,000 Z	12-16	26 x 41 cm.	All classes.
Pester Lloyd	1853	D—Ger.	26,000 Z	8-16	25.5 x 42 cm.	German speaking
Pesti Hirlap	1878	D—Hung.	120,000 Z Sun. 170,000 Z	24-32	24 x 36 cm.	All classes; national circulation.
Pesti Naplo	1840	D—Hung.	120,000 Z	24-72	22.8 x 35.5 cm.	All classes.
Uj Barazda	1919	MD—Hung.	30,000	6	29 x 42.5 cm.	Landowners.
Uj Lap	1901	ED—Hung.	20,000	6-8	32 x 50 cm.	Labor class.
Uj Nemzedek	1919	ED—Hung.	32,000 Z	12-16	28 x 41 cm.	Landowners.
Ujsag	1901	MD—Hung.	100,000	16-48	28 x 41 cm.	Middle class.
DEBRECZEN						
Debreczeni Ujsag	1897	MD—Hung.	6,500	8-12	24 x 36 cm.	Middle class.
Fuggetlen Magyarsag	1900	ED—Hung.	800	4-8	23 x 36 cm.	Middle class.
Hajdufold	1919	MD—Hung.	3,400	8-12	24 x 36 cm.	Middle class.
Tiszantuli Hirlap	1920	ED—Hung.	10,000	8-12	35 x 60 cm.	Middle class.
KAPOSMVAR						
Somogyi Ujsag	1919	EDExS—Hung.	2,000	4-12	24.5 x 36 cm.	Business.
Uj Somogy	1919	MD—Hung.	5,200	4-6	24 x 36 cm.	Middle class.
MAKO						
Makoi Friss Ujsag	1909	MD—Hung.	5,000	4-10	25 x 36 cm.	Middle class.
Marosvidek	1922	MD—Hung.	3,000	4-8	25 x 36 cm.	All classes.
MISKOLC						
Magyar Jovo	1918	MD—Hung.	4,000	8	30 x 41.5 cm.	Middle class.
Reggeli Hirlap	1891	MD—Hung.	6,000	8-16	28 x 42 cm.	Middle class.
NAGYKANIZSA						
Zalai Kozlony	1860	ED—Hung.	2,500	6-10	25 x 36 cm.	Middle class.
NYIREGYHAZA						
Nyirvidek	1879	MD—Hung.	3,500	8-12	27 x 35 cm.	Middle class.
PECS						
Dunantul	1911	MD—Hung.	5,860	10-20	28 x 42 cm.	All classes.
Pecsi Naplo	1891	MD—Hung.	3,500	8	24 x 36 cm.	Business men.
SZEGED						
Szegedi Friss Ujsag	1900	MD—Hung.	11,000	4-12	.....	Middle class.
Szegedi Naplo	1921	MD—Hung.	3,500	8-16	24 x 36 cm.	Business men.
Szegedi Uj Nemzedek	1919	MD—Hung.	5,000	6-16	29 x 42 cm.	Public officials.
SZEKESFEHERVAR						
Fejermegyei Hirlap	1925	ED—Hung.	1,850	4-8	24 x 36 cm.	Middle class.
Felermegyei Naplo	1894	ED—Hung.	3,000	6	24 x 36 cm.	Middle class.
Szekesfehervari Friss Ujsag	1900	ED—Hung.	4,000	6-8	23 x 32 cm.	All classes.
SZENTES						
Alfeldi Ujsag	1900	MD—Hung.	5,000	6-8-16	24 x 36 cm.	Farmers.
SZOMBATHELY						
Hir	1915	ED—Hung.	20,000	4-6	.....	All classes.
ZALAEGERSZEG						
Zalamegyei Ujsag	1919	MD—Hung.	4,000	4-12	22 x 36 cm.	Middle class.

ITALY

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
BERGAMO						
L'Eco di Bergamo	1880	MD—Ital.	20,000	4	24¼ x 17¾"	Political.
La Voce di Bergamo	1921	MD—Ital.	20,000	4	22¼ x 16½"	Political.
BOLOGNA						
L'Avvenire d'Italia	1892	MD—Ital.	40,000 A	8	23½ x 17¼"	Catholic.
Il Carlino della Sera	....	ED—Ital.	20,000 A	6	23 x 16½"	General public.
Resto del Carlino	1885	MD—Ital.	100,000 A	8	23 x 16½"	General
BRESCIA						
Il Popolo	1923	MD—Ital.	50,000	6	22¼ x 16"	Political.
CARRARA						
Il Popolo Apuano	1921	MD—Ital.	5,000	4	16¾ x 24"	All classes.
CATANIA						
Il Corriere di Sicilia	1877	MD—Ital.	15,000	4-6	17 x 23"	All classes.
Il Giornale del Popolo	1919	ED—Ital.	15,000	6	15 x 21"	Fascisti.
COMO						
L'Ordine	1850	MD—Ital.	5,000	4	21¾ x 16"	Country people.
Provincia di Como	1891	MD—Ital.	10,000	6	22½ x 16¼"	Political.
CREMONA						
Il Regime Fascista	1922	MD—Ital.	60,000	4-6	22½ x 16½"	Political.
FERRARA						
Corriere Padana	1925	MD—Ital. (E)	40,000 A	6	23¼ x 16½"	General public.
FLORENCE						
La Nazione	1859	MD—Ital. (E)	100,000 A	8	22¾ x 16½"	General public.
Nuovo Giornale	1905	ED—Ital. (E)	35,000 A	6	22¾ x 16¼"	General public.
L'Unita Cattolica	1868	MD—Ital. (E)	20,000 A	4	24¼	Catholic.
FIUME						
La Vedetta d'Italia	1919	MD—Ital.	9,500 X	4	35 x 52 cm.	All classes.
GENOA						
Caffaro	1875	MD—Ital.	.....	6	15¼ x 21¼"	General.
Il Cittadino	1872	MD—Ital.	30,000	6	16¼ x 23"	Low class.
Corriere Mercantile	1824	MD—Ital.	.....	6	15½ x 21¼"	All classes.
Giornale di Genova	1922	MD—Ital.	80,000	6	16½ x 22"	Good General class of readers.
Il Secolo	1884	MD—Ital.	80,000	6	16¾ x 21¾"	Very good.
LEGHORN						
Gazzetta Livornese	1876	ED—Ital.	30,000	6	18 x 22½"	All classes.
Il Telegrafo	1876	MD—Ital.	30,000	6	18 x 22½"	All classes.
LUCCA						
Il Popolo Toscano	1920	MD—Ital.	16,000	6	16½ x 22½"	All classes.
MANTOVA						
La Voce di Mantova	1920	MD—Ital.	20,000	4	22¼ x 16½"	Country people.
MESSINA						
L'Eco della Sicilia e delle Calabrie	1922	MD—Ital.	20,000	4	18 x 24"	Professional men.
Gazzetta di Messina e delle Calabrie	1862	MD—Ital.	15,000	4	16½ x 23"	Professional men.
MILAN						
Corriere Della Sera	1875	MD—Ital.	500,000	6-8	23½ x 17"	All classes.
Domenica del Corriere	1899	W.—Ital.	1,000,000	16	11 x 15¾"	All classes.
Il Popolo d'Italia	1911	MD—Ital. (E)	50,000 X	6-8	23¼ x 18"	Political.
Il Secolo, La Sera	1865	ED—Ital.	90,000	6	23 x 16½"	All classes.
Il Sole	1864	MD—Ital.	80,000	..	23½ x 17¾"	Industry.

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Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
NAPLES						
Corriere di Napoli..	1878	ED—Ital. .(E)	10,000 X	4	16 x 23"	General public.
Don Marzio	1889	ED—Ital. .(E)	3,000 X	4	17 x 24"	General.
Il Giorno	1903	MD—Ital. .(E)	25,000 X	4	16 x 23"	General.
Il Mattino	1891	MD—Ital. .(E)	75,000 X	6	16 x 23"	General.
Il Mezzogiorno	1917	MD—Ital. .(E)	40,000 X	6	17 x 23"	General.
Roma	1865	ED—Ital. .(E)	50,000 X	6	16 x 23"	General public.
PALERMO						
Giornale di Sicilia..	1860	MD ED—Ital. (E)	70,000 A	6	17 x 24"	All.
Giornale L'Ora	1899	MD ED—Ital. (E)	25,000 A	6	17½ x 23¾"	All.
Sicilia Nuova	1924	MD ED—Ital. (E)	10,000 A	6	17 x 23"	All.
PARMA						
Corriere Emiliano ..	1925	MD—Ital. ...	15,000 A	8	22½ x 16½"	General.
Gazzetta di Parma.	1860	MD—Ital.	25,000 A	4	22 x 15¾"	General.
PIACENZA						
Liberta-Scure	1884	MD—Ital.	35,000 A	4	23¼ x 17"	General.
ROME						
Il Giornale d'Italia..	1900	ED*—Ital. (E)	200,000 A	3	415 x 575 mm.	General.
Il Messaggero	1878	MD*—Ital. ...	.....	3	550 x 400 mm.	General.
Il Piccolo	1911	ED*—Ital. (E)	100,000 A	3	415 x 575 mm.	All classes.
Il Popolo di Roma..	1923	MD*—Ital. (E)	150,000 A	3	415 x 575 mm.	All classes.
Il Tevere	1923	ED*—Ital. (E)	100,000 A	3	410 x 595 mm.	All classes.
La Tribuna	1882	ED*—Ital. (E)	175,000 A	3	530 x 385 mm.	All classes.
TRIESTE						
Il Piccolo	1881	MD—Ital.	120,000	6	59½ x 42½ cm.	All classes.
Il Piccolo della Sera	1881	ED—Ital.	60,000	4	59½ x 42½ cm.	All classes.
Il Popolo di Trieste.	1919	MD—Ital. .(E)	35,000 A	6	60 x 40 cm.	Industrial.
TURIN						
La Gazzetta del Popolo	1848	MD ED—Ital.....	200,000	8	17 x 21"	All classes.
			250,000	8	17 x 21"	All classes.
La Stampa	1866	MD ED—Ital.....	250,000	8	17 x 21"	All classes.
VENICE						
Gazzetta di Venezia.	1742	MD—Ital. (E)	50,000 R	16	16½ x 22¾"	Good.
Il Gazettino	1887	MD—Ital. (E)	140,000 X	6	22 x 16"	Laboring classes.

LATVIA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
LIBAU						
Kursemes Wahrds..	1917	ED—Lett. (E)	6,000 A	6	15¼ x 21¼"	Middle classes.
Strahdneeku Awise..	1919	MD—Lett. (E)	7,000 A	4	14½ x 21½"	Radical classes.
MITAU						
Semgales	1924	ED—Lett. (E)	3,000 A	4	12½ x 18¼"	Conservative.
Brihwa Seme	1919	MD—Lett. (E)	10,000 A	4	17¼ x 22¼"	Farmers.
Brihwa Tehwija....	1926	ED—Lett. (E)	4,000 A	8	12 x 17½"	House owners.
Dos Folk	1920	ED—Yid. .(E)	5,000 A	12-16	14 x 19¾"	Jews.
Jaunakas Sinas	1911	ED—Lett. .(E)	88,000 A	12	12½ x 18½"	All classes.
Latvijas Sargs	1918	MD—Lett. (E)	5,000 A	4	18 x 21½"	Conservative.
Latvis	1921	MD—Lett. (E)	13,000 A	8	14 x 19¾"	Conservative.
Rigas Sinas	1922	ED—Lett. (E)	7,000 A	6	16½ x 22"	Middle classes.
Rigasche Rundschau.	1869	ED—Ger. .(E)	15,000 A	8-10	13¾ x 21"	All classes.
Sevodnia	1919	MD—Russ. (E)	17,000 A	8	14¾ x 21½"	Russians.
Sevodnia Vecherom..	1924	ED—Russ. (E)	11,000 A	6	14¾ x 21½"	Russians.
Slovo	1925	ED—Russ. (E)	8,000 A	8	14 x 21"	All classes.
Sozialdemokrats	1918	MD—Lett. (E)	12,000 A	4	14 x 21¾"	Radicals.

LITHUANIA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
KOVNO						
Dzien Kowienski ...	—	ED*—Pol. (E)	1,500 X	4	19 x 12½"	Polish.
Echo	1920	ED*—Rus. (E)	1,000 X	6	19¾ x 13¾"	Emigrants.
Lietuva	1919	ED*—Rus. (E)	2,000 X	4	20 x 13¾"	Intellectual.
Llueva	1919	ED*—Lithuanian (E)	10,000 X	6	18½ x 12½"	Business.
Lietuvos Zinios	1909	ED*—Lith. (E)	6,000 X	4	12½ x 19"	All classes.
Rundschau	1924	ED*—Ger. (E)	1,000 X	4	19 x 12½"	All classes.
Rytas	1923	MD*—Lith. (E)	2,000 X	4	27 x 19¾"	All classes.
Yiddische Stimme...	1919	ED*—Yiddish .	4,500	10	21¾ x 14¾"	Jews.
MEMEL						
Dampfboot	1849	ED*—Ger. (E)	7,000 X	8	14½ x 19½"	Intellectuals.
Morgenstimme	1926	MD*—Ger. (E)	500 X	4	21.3 x 15¼	Merchants.

MALTA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
VALETTA						
Chronicle	1880	MD—Eng.	6,000	18-20	16¾ x 11¾"	General.
Malta	1883	ED*—Ital.	1,000	4	23¼ x 17"	Maltese and Italians.
Herald	1904	ED—Eng. & Ital.	3,500	6-8	20 x 15"	General.
Mercurius	1925	MD*—Eng. & Ital.	700	4	20 x 14¾"	General.

NETHERLANDS

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
AMSTERDAM						
De Courant-Het Nieuws Van Den Dag (U. S. 8).....	1803	ED—Dutch	220,000	10-11	16¼ x 21½"	General.
Nieuwe Amsterdamsche Courant Algemeen Handelsblad (U. S. 11)	1828	MD		6-12	16 x 21¾"	Family paper.
De Telegraaf (U.S.8)	1892	MD ED—Dutch..	110,000	10-12	16¼ x 21½"	General.
THE HAGUE						
De Avondpost	1885	ED—Dut. .(E)	8,000 A	6-10	40 x 55 cm.	Middle class.
Haagsche Courant (U. S. 11)	1883	ED*—Dut. (E)	50,000 A	16-24	57 x 38 cm.	All classes.
De Nederlander	1893	ED*—Dut. (E)	12,000 A	4-8	18½ x 25"	Better classes.
Het Vaderland (U. S. 11)	1878	MD* ED*—Dut. ....(E)	10,000 A	MD4-6 12-16 ED	58 x 47 cm.	Better class, liberal.
ROTTERDAM						
Dagblad van Rotterdam	1878	ED*—Dut. (E)	35,000 A	10-24	15 x 18¾"	Middle class.
De Maasbode	1868	MD ED—Dut. (E)	24,000 A	12-16	54 x 40 cm.	General.
Nieuwe Courant (U.S.11).	1843	MD ED Dut. (E)	55,000 A	8-12 16-24	MD 45 x 60 cm. ED	General.
Nieuwsblad	1878	ED—Dut. (E)	103,000 A	20-24	56 x 40 cm.	Middle class.
Voorwaarts	1920	ED—Dut.	30,000	12-16	14½ x 20½"	Organized Labor.

NORWAY

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
AALESUND						
Aalesunds Avis	1917	ED.	5,000	6-8	550 x 400 mm.	
BERGEN						
Arbeidet	1893	ED. .....(E)	12,000	6-8	500 x 336 mm.	
Aftenblad	1765	ED .....(E)	10,000	8-16	500 x 350 mm.	
Arbeiderblad	1927	ED	12,000	8	500 x 350 mm.	
Bergens Tidende ...	1868	ED	25,500	21	500 x 355 mm.	
Dagen	1919	ED	11,000	8-16	505 x 360 mm.	
Gula Tidend	1904	ED .....(E)	4,000 X	8	.....	
Morgenavisen	1902	MD .....(E)	10,000 X	8-16	480 x 350 mm.	
HAUGESUND						
Haugesunds Avis ..	1895	ED .....(E)..	6,000 A	6-8	500 x 345 m.	
Haugesunds Dagblad	1879	ED	4,500 A	6-8	400 x 335 mm.	
OSLO						
Dagbladet	1858	MD & ED	39,000	8-16	39.5 x 55 cm.	
Dagens Nyt	1908	MD	12,000	4-8	.....	
Morgenbladet	1819	MD	22,000	10-12	40 x 60 cm.	
Norges Handels og Sjofartstidende ..	1889	ED	21,000	10	480 x 400 mm.	
Nybeds-og Avertissements-Blad	1861	MD	50,000	6-16	.....	
Tidens Tegn (U.S.4)	1910	MD	60,000	....	.....	
STAVANGER						
Aftenblad	1893	ED .....(E)	17,475 A	8-12	.....	
A/S Stavangeren ...	1916	ED .....(E)	7,500 A	8	.....	
1-Ste Mai	1895	ED .....(E)	4,500 A	4	.....	
Rogaland	1925	ED-exS ....(E)	6,000 A	8	.....	

POLAND

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
CRACOW						
Czas	1850	MD—Pol. (E)	6,000 A	4	445 x 400 mm.	General.
Glos Narodu	1894	MD—Pol. (E)	8,000 A	6	360 x 235 mm.	General.
KATOWICE						
Kattewitzer Zeitung	1869	MD—Ger. (E)	25,000 A	8	420 x 280 mm.	German.
Polonia	1924	ED—Pol. (E)	25,000 A	10	410 x 280 mm.	General.
LODZ						
Freie Presse	1922	MD—Ger. (E)	8,000 A	6	390 x 265 mm.	German.
Kurjer Lodzki	1901	MD—Pol. (E)	10,000 A	12	417 x 280 mm.	General.
Republika	1925	MD—Pol. (E)	10,000 A	8	410 x 278 mm.	General.
LWOW						
Chwila	1919	MD—Pol. (E)	15,000 A	12	335 x 245 mm.	Jews.
Dile	1883	MD—Ukrainian (E)	12,000 A	6	400 x 260 mm.	Ukrainians.
Gazeta Poranna	1910	MD—Pol. (E)	10,000 A	12	360 x 247 mm.	General.
Slowo Polkie	1896	MD—Pol. (E)	8,000 A	12	400 x 262 mm.	General.
Wiek Nowy	1901	ED—Pol. (E)	12,000 A	16	272 x 224 mm.	General.
POSEN						
Oziennik Poznanski..	1858	MD—Pol. (E)	15,000 A	8	480 x 335 mm.	General.
Kurjer Poznanski ..	1906	MD ED—Pol. (E)	35,000 A	4 & 6	400 x 270 mm.	General.
Posener Tageblatt..	1862	MD—Ger. (E)	10,000 A	6	310 x 280 mm.	German.

(*Continued on page* 308)

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INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 307)

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
TORUN						
Slowo Pomerskie	1920	MD—Pol.	(E) 3,000 A	12	420 x 295 mm.	General.
WARSAW						
A. B. C.	1926	ED—Pol.	(E) 15,000 A	8	410 x 285 mm.	General.
Express Poranny	1922	MD—Pol.	(E) 45,000 A	4	480 x 330 mm.	General.
Gazeta Poranna	1774	MD—Pol.	(E) 20,000 A	10	400 x 270 mm.	General.
Glos Codzienny	1926	MD—Pol.	(E) 25,000 A	4	415 x 280 mm.	Working classes.
Glos Prawdy	1926	MD—Pol.	(E) 15,000 A	6	480 x 330 mm.	General.
Hajnt	1909	MD—Yid.	(E) 25,000 A	6	475 x 330 mm.	Orthodox Jew.
Kurjer CZerwony	1922	ED—Pol.	(E) 40,000 A	4	480 x 330 mm.	General.
Kurjer Polski	1897	MD—Pol.	(E) 6,000 A	10	420 x 300 mm.	General.
Kurjer Poranny	1877	MD—Pol.	(E) 40,000 A	6	400 x 344 mm.	General.
Kurjer Warszawski	1820	MD ED—Pol.	MD 25,000 ED 40,000	6 MD 18-24	335 x 250 mm.	General.
Der Moment	1910	MD—Yid.	(E) 30,000 A	12	480 x 343 mm.	Orthodox Jewish.
Nasz Przeglad	1923	MD—Pol.	(E) 25,000 A	10	415 x 280 mm.	Jewish.
Robotnik	1895	MD—Pol.	(E) 6,000 A	6	460 x 300 mm.	Working classes.
Rzeczpospolita	1919	MD—Pol.	(E) 12,000 A	8	410 x 295 mm.	General.
Warszawianka	1924	MD—Pol.	(E) 6,000 A	4	390 x 260 mm.	General.
WILNA						
Dziennik Wilenski	1915	MD—Pol.	(E) 4,000 A	4	450 x 320 mm.	General.

PORTUGAL

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
LISBON						
Diario de Lisboa	1920	ED—Port.	(E) 25,000 X	8	11½ x 16"	Better class.
Diario de Noticias	1864	MD—Port.	(E) 120,000 X	8	18 x 25½"	All classes.
O. Jornal do Commercio	1853	MD—Port.	(E) 12,000 X	4	19½ x 26"	Business.
O Seculo	1880	MD—Port.	(E) 100,000 X	8-10	16 x 22"	All classes.
OPORTO						
O Commercio do Porto	1854	MD—Port.	26,500	6-8	44½ x 59 cm.	Commercial.
Jornal de Noticias	1887	MD—Port.	45,000	6-8	53 x 36½ cm.	General.
O Primeiro de Janeiro	1868	MD—Port.	45,000	6-16	64 x 45 cm.	All classes.

THE AZORES

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
PONTA DELGADA (St. Michaels)						
Correio dos Acores	1920	MD—Port.	2,130	2	28 x 18"	General.
Diario dos Acores	1870	ED—Port.	4,500	2	22½ x 16"	General.

MADEIRA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
FUNCHAL						
Diario da Madeira	1912	MD—Port.	3,000	4	20¾ x 14½"	General.
Diario de Noticias	1873	MD—Port.	5,500	4	21 x 14¾"	General.

ROUMANIA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
BRAILA						
Curierul	1919	ED—Rum.	8,000	2	580 x 425 mm.	All classes.
Dunarea de Jos	1921	ED—Rum.	3,500	4	420 x 280 mm.	All classes.
BRASOV						
Brassoi Lapok	1894	ED*—Hung.	16,000	10-16	360 x 240 mm.	Hungarian.
BUCHAREST						
Advarul	1888	ED—Rum.	(E) 50,000 X	4-6	570 x 400 mm.	All classes.
Argus	1910	MD*—Rum. & French	(E) 25,000 X	6-12	570 x 400 mm.	Business.
Cuvantul	1924	MD*—Rum.	18,500	4-8	570 x 400 mm.	All classes.
Dimineata	1904	MD—Rum.	(E) 100,000 X	12	490 x 400 mm.	All classes.
Lupta	1921	MD—Rum.	(E) 30,000 X	4-6	570 x 400 mm.	All classes.
Nasa Reci	1922	ED—Russ.		4	570 x 425 mm.	Russians.
Rampa	1913	MD—Rum.	25,000	4-8	570 x 400 mm.	Artistic.
Universul	1884	MD*—Rum.	(E) 150,000 X	6-12	570 x 400 mm.	All classes.
Vutorul	1907	ED—Rum.	(E) 20,000 X	4-6	570 x 400 mm.	Middle classes.
CERNAUTI						
Allgemeine Zeitung	1903	MD*—Ger.	16,000	8-12	410 x 280 mm.	All classes.
CHISINAU						
Bessarabscaia Posta	1922	MD—Russ.	15,000	4	490 x 290 mm.	All classes.
Bessarabscoe Slovo	1922	MD—Russ.	15,000	4-6	520 x 360 mm.	All classes.
Unser Zeit	1922	MD—Hebrew	30,000	4-6	500 x 345 mm.	Tradesmen.
CLUJ						
Ellenzek	1879	ED—Hung.		10-16	360 x 245 mm.	All classes.
Uj Kelet	1918	MD*—Hung.	12,000	8-10	360 x 240 mm.	Merchants.
IASI						
Lumea	1917	MD—Rum.	15,000	4	520 x 300 mm.	All classes.
Opinia	1903	ED—Rum.	18,000	4	505 x 330 mm.	All classes.
TIMISOARO						
Arbeiter Zeitung	1893	ED—Ger.	2,500	4	360 x 230 mm.	Workers.
Banater Deutsche Zeitung	1919	ED—Ger.	9,000	8-14	420 x 280 mm.	All classes.
Temesvarer Volksblatt	1901	MD*—Ger.	6,000	4	415 x 260 mm.	All classes.
Temesvari Hirlap	1902	MD—Hung.	12,000	12-24	420 x 295 mm.	All classes.

SPAIN

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
ALBACETE						
Defenser	1898	ED*—Span'	1,800	4	48 x 62 cm.	All classes.
BARCELONA						
El Correo Catalan	1876	MD*—Span'	(E) 15,000 A	8	63 x 45 cm.	Catholics.
El Dia Grafico	1912	MD*—Span'	(E) 65,000 A	26	20⅛ x 13½"	General public.
Diario de Barcelona	1792	MD*—Spanish	25,000 Z	40	12½ x 9¼"	Well to do.
Diario del Comercio	1890	MD—Spanish	5,000 Z	4	24½ x 18"	Commerce.
El Diluvio	1858	MD*—Span'	(E) 50,000 A	40	33 x 24 cm.	Workers.
El Liberal	1901	ED*—Span'	(E) 9,000 A	8	20 x 13"	General public.
La Noche	1912	ED*—Span'	(E) 20,000 A	16	20¼ x 13½"	General public.
Las Noticias	1896	MD*—Span'	65,000 Z	12	52½ x 40½ cm.	General public.
El Noticiero Universal	1888	ED*—Span'	(E) 50,000 A	24	18 x 13½"	General public.
La Publicitat	1877	MD*—Catalan	30,000 Z	12	58 x 39 cm.	All classes.
La Vanguardia	1881	MD*—Span'	(E) 120,000 A	40	14 x 19"	General public.
La Veu de Catalanya	1890	MD & ED*—Catalan	60,000 Z	16	60 x 44 cm.	General.
BILBAO						
El Norvion	1890	ED—Span'	19,000	6	52½ x 40 cm.	All classes.
El Noticiero	1875	MD—Span'	40,000	8-10	36½ x 47 cm.	All classes.
El Pueblo Vasco	1910	MD*—Span'	20,000	10-12	490 x 353 mm.	All classes.
La Tarde	1914	ED*—Span'	26,500	6	51 x 40 cm.	All classes.
BURGOS						
Diario de Purges	1890	ED*—Span'	6,200	6	60 x 45 cm.	All classes.
CADIZ						
El Noticiero Gaditano	1919	ED—Span'	8,000	4	60 x 80 cm.	General.
CACERES						
El Noticiero	1903	MD—Span'	2,000	4	44 x 64 cm.	General.
CORDOBA						
El Defenser	1899	ED*—Span'	5,000	4	44 x 64 cm.	General.
Diario de Cordoba	1849	MD*—Span'	3,000	4	64 x 88 cm.	General.
Diario Liberal	1911	ED—Span'	6,000	8-16	32 x 44 cm.	General.
La Voz	1920	MD, ED*—Span'	6,000	16	23 x 32 cm.	General.
CORUNNA						
El Ideal Galego	1917	MD*—Span'	12,000	8	53 x 38 cm.	General.
El Noreste	1895	MD—Span'	8,000	4	64 x 38 cm.	General.
El Orzan	1918	MD—Span'	8,000	4	58 x 40 cm.	General.
GIJON						
El Comercio	1876	MD*—Span'	15,000	6	238 x 174 mm.	General.
El Noroeste	1897	MD*—Span'	14,000	6	62 x 45 cm.	General.
La Prenza	1921	MD*—Span'	14,000	8	56 x 40½ cm.	General.
GRANADA						
El Defenser de Granada	1882	MD & ED*—Span'	(E) 14,000 Z	4-6	22 x 16¾"	All classes.
Noticiero Granadino	1904	MD*—Span'	(E) 18,000 A	4	21½ x 16"	All classes.
La Publicidad	1881	MD*—Span'	(E) 8,000 A	4	44 x 64 cm.	All classes.
MADRID						
A B C	1904	MD*—Span'	(E) 120,000 X	32	12 x 9"	Better class.
El Debate	1910	MD*—Span'	(E) 60,000 X	6	24 x 18"	General.
La Epoca	1848	ED*—Span'	(E) 8,000 X	4-6	24 x 18"	Better class.
Heraldo de Madrid	1889	ED*—Span'	(E) 20,000 X	6	24 x 18"	Popular.
Las Informaciones	1922	ED*—Span'	(E) 20,000 X	8	24 x 18"	General.
El Liberal	1878	MD*—Span'	(E) 35,000 X	6	24 x 18"	Popular.
La Libertad	1919	MD*—Span'	(E) 60,000 X	8	21 x 15"	General.
La Nacion	1925	ED*—Span'	(E) 25,000 X	8	24 x 18"	General.
El Sol	1917	MD*—Span'	(E) 25,000 X	8	24 x 18"	Better class.
La Voz	1920	ED*—Span'	(E) 40,000 X	8	24 x 18"	General.
MALAGA						
La Union Mercantil	1880	MD*—Span'	(E) 30,000 to (E) 40,000 A	12-18	41 x 29½ cm.	All classes.
Diario de Malaga	1919	ED—Span'	7,000 Z	4	550 x 385 mm.	All classes.
MURCIA						
La Verdad	1923	MD*—Span'	18,000	6	36 x 56 cm.	Middle class.
OVIEDO						
El Carbayon	1870	MD*—Span'	11,000	8	47½ x 36 cm.	General.
Region	1923	MD*—Span'	15,000	16	30 x 42 cm.	General.
La Voz de Asturias	1922	MD*—Span'	15,000	8	41 x 82 cm.	General.
SAN SEBASTIAN						
El Pueblo Vasco	1902	MD*—Span'		12	53 x 38 cm.	All orders.
SANTANDER						
El Cantabrico	1895	MD*—Span'		6-8	59 x 88 cm.	All classes.
El Diario Montanes	1900	MD*—Span'		8	52½ x 40 cm.	All classes.
El Faro		ED*—Span'		4-6	59 x 68 cm.	All classes.
El Pueblo Contabro	1913	MD*—Span'		6	57 x 49 cm.	All classes.
SEVILLE						
El Correo de Andalucia	1899	MD*—Span'	(E) 10,000 L	6	17¾ x 24"	Conservative.
El Liberal	1900	MD, ED*—Span'	(E) 30,000 L	6	17 x 24"	General.
El Noticiero	1892	MD, ED*—Span'	(E) 20,000 L	8	16½ x 23½"	Business men, intellectual public.
Revista Comercial	1906	ED—Span'	(E) 1,000 L		12½ x 8½"	Business men.
La Union	1919	MD, ED*—Span'	(E) 25,000 L	20-32	10 x 13¾"	General.
VALENCIA						
La Correspondencia	1877	ED—Span'	(E) 4,000 X	6	45 x 60 cm.	All classes.
Diario de Valencia	1911	MD*—Span'	(E) 8,000 X	8	57 x 40 cm.	Catholics.
El Mercantil	1871	MD*—Span'	(E) 22,000 X	8	62 x 50 cm.	All classes.
Las Provincias	1865	MD—Span'	(E) 12,000 X	8	43 x 60 cm.	All classes.
El Pueblo	1893	MD—Span'	(E) 8,000 X	6-8	44½ x 62 cm.	Republicans.
La Voz Valenciana	1916	ED—Span'	(E) 7,000 X	6	56 x 45 cm.	All classes.
VIGO						
Faro de Vigo	1853	MD*—Span'	20,000	6	53 x 38 cm.	General.
El Pueblo Callego	1924	MD*—Span'	20,000	12	45 x 30 cm.	General.
ZAMORA						
El Correo de Zamora	1897	MD*—Span'	2,000	6	51 x 38 cm.	General.
MELILLA (Spanish Morocco)						
La Cronica	1922	ED—Span'	(E) 7,500 A	8	44 x 31 cm.	All classes.
El Popular	1915	ED*—Span'	(E) 8,000 A	4-6	22½ x 16 cm.	All classes.
El Telegrama	1902	MD*—Span'	(E) 12,000 A	4-6	62 x 88 cm.	All classes.
TETUAN (Spanish Morocco)						
El Eco de Tetuan	1860	ED*—Span'	3,000 A	4	55 x 77 cm.	All classes.

SWEDEN

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
ENGELHOLM						
Engelholms Tidning	1867	MD*	12,700 12,550 A	8	500 x 400 mm.	Middle classes.
ESKILSTUNA						
Eskilstuna-Kuriren	1890	ED*	12,500	6-16	500 x 342 mm.	All classes.
Folket	1905	ED	9,000	6	615 x 410 mm.	Workers.
Sormlandposten	1880	MD*	8,000	6-12	490 x 395 mm.	All classes.
FALUN						
Falu Lanstidning	1786	MD	10,000	8	570 x 410 mm.	Well-to-do.
GAVLE						
Arbetarbladet	1892	ED	12,000	6-16	56 x 46 cm.	Working Class.

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(Continued from page 308)

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
GEFLE						
Norrlandsposten	1837	ED-MD*	4,362	4	69 x 55 cm.	All classes.
GOTEBORG						
Boras Tidning	1826	MD				
Morgonpost	1896	MD-exS*	23,000	14	40 x 55 cm.	General.
Posten	1859	MD	26,000	12-16		All classes.
Tidningen	1902	MD	27-28,000	8	575 x 390 mm.	All classes.
Handelsoch Sjofartstidning	1832	ED	41,000	22	57½ x 39 cm.	All classes.
Ny Tid	1892	MD	21,600	12	380 x 540 mm.	Industrial.
HALMSTAD						
Halland	1875	MD	9,900	6-8	400 x 540 mm.	All classes.
Hallandsposten	1850	MD	11,600	8	365 x 515 mm.	All classes.
HELSINGBORG						
Dagblad	1886	MD*	(E) 16,000 A	12	570 x 385 mm.	Well-to-do.
Posten	1887	ED*	(E) 10,000 A	12	570 x 360 mm.	General.
Posten	1847	MD	(E) 6,000 A	8	410 x 620 mm.	General.
Skanska Social-Demokraten	1907	MD*	(E) 12,300 A	10	350 x 510 mm.	Workers.
JONKOPING						
Posten	1863	MD	12,000	4-8	565 x 390 mm.	All classes.
Smalands Allehanda	1879	MD	8,000	8	365 x 525 mm.	Well-to-do.
KALMAR						
Lans Tidning	1827	MD*	(E) 10,000 A	8	400 x 550 mm.	Middle classes.
Barometern	1841	MD*	(E) 12,500 A	8	390 x 520 mm.	Well-to-do.
LINKOPING						
Correspondenten	1838	MD*	18,900	10-16	55 x 40 cm.	Farmers.
Ostgoten	1872	ED*	12,100	8-12	62 x 42 cm.	Well-to-do.
MALMO						
Arbetet	1887	ED*	30,000	16	400 x 560 mm.	Workers.
Skanska Aftonbladet	1880	ED*	18,000	10	390 x 515 mm.	Well-to-do.
Skanska Dagbladet.	1888	ED*	46,452	12	570 x 415 mm.	Well-to-do.
Sydsvenska Dagbladet Snallposten	1848	MD*	27,800	16	570 x 396 mm.	Well-to-do.
NORKOPING						
Tidningar	1758	ED*	17,500	12-16	465 x 570 mm.	All classes.
Dagblad	1890	MD*	15,000	8-16	57 x 46 cm.	All classes.
Folkblad	1905	ED*	15,500	8	515 x 645 mm.	Workers.
STOCKHOLM						
Aftonbladet	1830	ED*	40,000	12-24	42 x 52 cm.	Best classes.
		(Morning)	84,641	8-16		
Arbetaren	1911	MD*	27,000	8	35.5 x 55 cm.	Working classes.
Dagens Nyheter (U. S. 4)	1864	MD*	115,000	22-32	52 x 42 cm.	All classes.
Nya Dagligt Allehanda	....	ED	....	14	45 x 63 cm.	Well-to-do.
Social Demokraten	1885	MD*	52,000	16	52 x 42 cm.	Social Democrats
Dagblad	1824	MD*	15,000	32	30 x 40 cm.	Well-to-do.
Tidningen	1889	MD*	117,932	16-20	60 x 45 cm.	All classes.
Svenska Dagbladet	1883	MD*	95,000	20	58 x 42 cm.	Educated.
Svenska Morgon-bladet	1890	MD*	40,000	10-20	52 x 36 cm.	All classes.
SUNDSVALL						
Medelpads Dagblad.	1917	MD*	4,000	4-6	638 x 433 mm.	Farmers.
Posten	1859	ED*	10,100	8-12	460 x 560 mm.	Business men.

SWITZERLAND

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
FRIBOURG						
Nachrichten	1863	MD—Ger'	(E) 2,500	4-8	31 x 46 cm.	Merchants.
La Liberte	1870	MD—Fren'	11,800	4-8	15 x 20.4"	Merchants.
GENEVA						
Courrier de Geneve	1866	MD—Fren'	(E) 4,500 A	6	11.2 x 16.9"	All classes.
Feuille d'Avis	1816	MD*—Fren'		6-12	19 x 12"	All classes.
La Genevois	1875	MD—Fren'	(E) 5,000 A	4	11 x 16.9"	All classes.
Journal de Geneve	1829	MD ED—Fren'	(E) 15,000 A	8	11.8 x 17.7"	High class.
La Suisse	1897	MD—Fren'	(E) 30,000 A	8	11 x 18"	Middle class.
Tribune de Geneve	1878	MD & ED—Fren'	(E) 40,000 A	8	16½ x 21.6"	All classes.
LAUSANNE						
Feuille D'Avis	1762	MD—Fren'	(E) 42,000 A	24	12.8 x 19.3"	Popular.
Gazette	1789	MD—Fren'	(E) 15,000 A	4-8	17.9 x 23.4"	High class.
Tribune	1893	MD—Fren'	12,000 A	6	12.8 x 19.3"	All classes.
LUCERNE						
Neueste Nachrichten	1897	ED—Ger'	(E) 11,800 A	8	12¼ x 19"	Progressive.
Tagblatt	1852	ED—Ger'	(E) 12,350 A	12	13½ x 19½"	Democratic.
Zentral-schweizerisches Arbeitsblatt	1893	ED—Ger'	(E) 4,800 A	4	12¼ x 19¼"	Labor.
Vaterland	1834	ED—Ger'	(E) 14,700 A	4-8	14½ x 20½"	Conservative.
MONTREUX						
Feuille D'Avis	1867	MD—Fren'	(E) 2,000 A	4-8	15 x 21.3"	Middle class.
NEUCHATEL						
Feuille D'Avis	1738	MD—Fren'	(E) 12,500 A	6-8	23 x 15"	All classes.
Le Suisse Liberale	1864	MDED—Fren'	(E) 4,000 A	4-6	21.2 x 14.1"	Wealthy.
ZURICH						
Unofficial						
Daily Grutlianer						
Daily Kampfer						
Neue Zeitung						
Neue Zuricher Zeitung						
Tagblatt de Stadt Zurich						
Tagesanzeiger						
Volksrecht						
Volkszeitung						
Zuricher Post						

TURKEY

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
CONSTANTINOPLE						
Aksham	1918	ED—Turkish	20,000	4	25 x 19"	Merchants.
Aksham	1924	ED—French	10,000	4	56 x 42 cm.	Merchants.
Apoghevmatini	1924	ED—Greek	5,000	6	24 x 18"	Middle class.
Astarar	1923	MD—Armenian	9,000	4	22 x 16"	All classes.
Echo de Turquie	1925	MD—French	3,500	4	19 x 24"	Intellectuals.
Ikdam	1892	MD—Turkish	5,000	4	18 x 24"	Religious.
Jamanak	1908	ED—Armenian	8,000	4	22 x 16"	Merchants.
Journal D'Orient	1917	MD—French	5,000	4	18 x 24"	Business.

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SWEDEN

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Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.—Pg. Size	Appeal
Jumburiyet	1923	MD—Turkish	18,000	6 18 x 24"	Intellectuals.
Metaribmisis	1925	ED—Greek	4,000	4 19 x 26"	Popular.
Milliyet	1926	MD—Turkish	15,000	6 19 x 25"	Merchants.
Nor Lour	1914	ED—Armenian	5,000	4 16 x 22"	All classes.
La Republique	1925	MD—French	6,000	4 18 x 24"	Intellectuals.
Son Saat	1924	ED—Turkish	12,000	6 17 x 25"	Popular.
Stamboul	1875	ED—French	6,000	4 55 x 42 cm.	Intellectuals.
Turkische Post	1926	ED—German	2,000	4 18 x 23"	Business.
Vakit	1917	ED—Turkish	10,000	6 18 x 24"	Mixed.
Yeni Sess	1926	MD—Turkish	6,000	6 18 x 24"	Popular.
SMYRNA					
Ahenk	1894	ED—Turkish	1,800	4 15½ x 22½"	All classes.
Anadolou	1923	MD—Turkish	3,500	4 19 x 24½"	All classes.
Hidmet	1926	MD—Turkish	5,000	4 19 x 24½"	All classes.
Le Levant	1917	MD—Fren' 1,500	1,500 X	4 24½ x 18½"	Foreigners, Jews
En Son Telegraph	1926	E—Turk' 2,500	2,500 X	4 17 x 22½"	All classes.
Tijaret	1922	ED—Turk' 4,000	2,800 X	2 19 x 25"	Merchants.
Yeni Assir	1925	MD—Turk' 4,000	3,500 X	4 19 x 24½"	Refugees.
YUGOSLAVIA					
BELGRADE					
Novosti	1920	MD—Serb' (E)	11,000 A	6 55 x 40 cm.	General.
Pravda	1904	MD—Serb' (E)	16,000 A	8 52 x 33 cm.	General.
Samouprava	1881	MD*—Serb' (E)	6,000 A	4 58 x 42 cm.	Political.
Vreme	1922	MD—Serb' (E)	48,000 A	8-16 39½ x 56 cm.	General.
Politika	1904	MD—Serb. (E)	62,000 A	12-16 34 x 47 cm.	General.
LJUBLJANA					
Jutro	1919	MD*—Slov'	30,000	8-20 28 x 15"	All classes.
Slovenec	1872	MD* Slov'	17,000	8-20 13½ x 20"	All classes.
NOVI SAD					
Delbacska	1920	MD—Hung'	6,000	8	General.
Deutsches Volksblatt	1919	MD—German	10,000	8D 32 x 46 cm. 12 Sun.	General.
SARAJEVO					
Jugoslavenski List	1918	MD—Serbo-Croatian (Latin characters)	7,500	8 50 x 32 cm.	General.
SUBOTICA					
Bacsmegyei Naplo	1899	MD—Hung'	24,000	12-32 29 x 21 cm.	General.
VELIKI BECKEREK					
Torontal	1871	MD—Hung'	3,000	4 42 x 28 cm.	Hungarians.
ZAGREB					
Hrvat	1919	ED—Croatian	9,000	8 11 x 15¾"	All classes.
Jugoslovenski Lloyd	1908	MD*—Croatian	5,000	6-16 12¼ x 18½"	Business.
Jutranji List	1911	MD*—Croatian	40,000	16-24 11 x 16"	All classes.
Morgenblatt	1885	MD*—German	10,000	10-12 12½ x 18½"	All classes.
Novosti	1906	MD*—Croatian	35,000	8-42 13¾ x 19¾"	All classes.
Obzor	1859	ED—Croatian	24,000	6 22 x 32"	Intelligent.

ASIA

ARABIA

ADEN

Reuters Telegrams	1918	ED—English (E)	300 X	3 Cap-size	European.

BURMA

RANGOON

Burmah Exchange Gazette	1923	MD*—Eng.	5,000	36 12 x 8½"	English speaking
Rangoon Daily News	1921	MD—Eng.	800	20 20 x 13"	All classes.
Rangoon Evening Post	1921	ED*—Chinese	1,500	22 12 x 18"	Chinese speaking
Rangoon Gazette	1861	MD*—Eng. (E)	2,600 X	18-24 22¼ x 24"	English speaking
Rangoon Times	1852	ED*—English	4,000	14-16 18 x 24"	Best class.
Sun Daily	1915	MD—Burmese	3,000	32 10 x 9"	Professionals.

CEYLON

COLOMBO

News	1918	MD*—English	8,000	12-16 16½ x 22½"	Middle classes.
Leader	1907	MD—English	6,500	12	Middle classes.
Observer	1834	ED*—English	4,500	12 20 x 14⅞"	English speaking.
The Dinamina	1919	MD*—Singhalese	8,000	8 20 x 15"	Singhalese.
Times of Ceylon (U.S.S)	1846	ED—English	6,100	12	English speaking.

CHINA

CANTON

Gazette	1923	MD—Eng' (E)	1,000 R	6 22 x 15½"	Educated.
Kwang Chow Man Kwok Yit Po	1924	MD—Chin' (E)	15,000 R	14 15 x 20½"	General.
72 Guild Journal	1907	MD—Chin' (E)	10,000 R	8 15 x 20½"	General.
CHANGSHA					
Hunan Ming Pao	1926	MD—Chin'	4,800	8 15 x 22"	General.
Hunan Shih Pao	1918	MD—Chin'	2,500	8 15 x 22"	General.
Ming Kou Jih Pao	1926	MD—Chin'	5,000	8 15 x 22"	General.
Nan Yo Jih Pao	1926	MD—Chin'	3,000	8 15 x 22"	General.
Shank Pao	1922	MD—Chin'	3,000	8 15 x 22"	General.
Ta Kung Pao	1923	MD—Chin'	4,000	8 15 x 22"	General.
CHEFOO					
Ai Kuo Pao	1918	MD—Chin' (E)	700 L	10 21 x 15"	Business.
Chung Shing Pao	1906	MD—Chin' (E)	800 L	10 21 x 15"	Business.
DAIREN (Manchuria)					
Dairen Shimbun	1920	MD-ED—Jap'	41,000 Z	4 21½ x 16½"	Japanese.
Manch' Daily News	1908	ED—Eng'	1,100	4 21½ x 15½"	Engl'h speaking.
Manshu Nichi Nichi Shimbun	1908	MD-ED—Jap'	62,859 Z	4 MD 21½ x 16½" 8 ED	Japanese.
Ryoto Shimpo	1905	MD-ED—Jap'	55,200 Z	8 MD 21½ x 16½" 4 ED	Japanese.
FOOCHOW					
Chien Pao	1913	MD—Chin'	1,200 Z	4 15 x 21"	General.
Ch'iu Shih Pao	1913	MD—Chin'	1,400 Z	8 15 x 21"	Business.
Fu-chion Jih Pao	1919	MD—Chin'	888 Z	4 15 x 21"	Business.
Kung Tao Pao	1920	MD—Chin'	1,000 Z	4 15 x 21"	General.
Min Pao	1903	MD—Chin'	4,000 Z	8 16 x 22"	Business.
Shang Pao	1925	MD—Chin' (E)	300 X	4 15 x 21"	Business.

(Continued on page 311)

The New Jiji Building, Tokyo

American Manufacturers Who Demand Results Use the Jiji in Japan

More and more foreign advertisers, who want to get results in Japan use the Jiji. Year after year Jiji's influence among progressive and prosperous Japanese—the best customers for American products—increases.

Jiji's leadership is associated closely with the high ideals of the great Fukuzawa, who started the paper in 1882. His courage, energy and high principles have guided Jiji since it was founded. They have become part of the fundamental policy of the paper.

Advertisements in the Jiji are read with the same confidence as the leading editorials. American manufacturers, who require results, use the Jiji.

Only Motor Section in Japan—
Issued by Jiji Shimpo Every Friday

Partial List of American and European Advertisers, Who Use the Jiji Regularly

Westinghouse Electric International Co.
International General Electric Co.
Frick Company, Inc.
Standard Oil Co. (of New Jersey).
Rex Spray Co.
Allsteel Safe Co.
Royal Baking Powder Co.
Lipton's Tea
Stetson Hat Co.
Pompeian Co.
Ford Motor Co. of Japan, Ltd.
Dodge Brothers, Inc.
Packard Motors Export Corp.
Hupp Motor Corporation
General Motors
Chrysler Motor Cars
John N. Willys Export Corp.
Harley-Davidson Motorcycle Co.
Indian Motorcycles
Triumph Motorcycles
Firestone Tires
United States Rubber Co.
Goodyear Rubber Co.
American Bosch Co.
L. C. Smith Typewriters
Royal Typewriters
Ever-Ready Safety Razors
Citroen Motor Cars
Pepsodent Toothpaste
Musterole
Fry's Cocoa
Studebaker Motor Co.
Morris Car
Nash Motor Co.
Graham-Paige Motor Co.
Hudson Motor Co.
Essex Motor Co.
National Cash Register Co.

THE JIJI SHIMPO

Tokyo's Leading Japanese Newspaper

American Representatives

Trans-Pacific Advertising & Service Bureau

INCORPORATED

Room 1512, 110 East 42nd Street
New York

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 310)

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
HANKOW						
Central China Post	....	MD—English	3,000	14	22 x 16"	Foreigners.
Hankow Herald	1923	MD—English	3 000	16	19 x 14½"	Foreigners.
HARBIN						
Daily News	1914	MD—English	500	6	15 x 22"	Educated.
Observer	1925	ED—English	900 Z	4	.....	Local.
International	1918	MD—Chin'	3,000	8	22 x 15½"	Educated.
Kung Pao	1926	MD—Chin' and Russ'	4,000	4	28 x 24"	Bus. and official.
Molva	1924	MD—Russian	9,800	6	.....	Masses.
Novosty Jizny	1907	MD*—Russian	4,000	6	22½ x 35"	Middle class.
Rupor	1921	ED—Russian	5,500	4-6	24 x 18"	General.
Russkoye Slovo	1926	MD—Russian	3,500	6	28 x 33"	General.
Ta-cheng-Shih Pao	1926	MD—Chinese	2,000	4	15 x 10½"	Merchants.
Tung-Tsui-Shang-Pao	1917	MD—Chinese	1,200	8	21½ x 15½"	Merchants.
Zarya	1920	MD—Russian	9,000	6	24 x 18"	Various.
HONGKONG						
China Mail	1845	ED—Eng'..(E)	1,600 A	12	21 x 18"	Europeans.
Daily Press	1847	MD—Eng'..(E)	3,000 A	12	21 x 18"	Shipping.
Telegraph	1871	ED*—Eng'.(E)	2,000 A	18	21 x 18"	Europeans.
Kung Sheung Yat Po	1925	MD*—Chin'.(E)	3,000 A	12	18½ x 26"	Lower classes.
South China Post	1903	MD*—Eng'....	2,800 A	18	21 x 18"	Europeans.
Sun Po	1924	MD—Chin'..(E)	1,500 A	10	15 x 22"	Middle class.
Tai Kwong Yat Po.	1911	MD—Chin'—(E)	5,000 A	14	18½ x 26"	The masses.
Tsun Wan Yat Po.	1872	MD*—Chin' (E)	6,000 X	16	18½ x 26"	Middle class.
Wah Kiu Yat Po.	1925	MD—Chin' .(E)	6,000 A	12	18½ x 26"	Merchants.
Wah Tse Yat Po.	1866	MD*—Chin' (E)	8,000 A	16	18½ x 26"	Better classes.
MUKDEN						
Sheng Ching Shih Pao	1901	MD—Chin' (E)	12,000 R	8	16 x 21½"	Merchants.
Tung San Shen Kung	1907	MD—Chin' (E)	5,000 R	8	15⅝ x 21½"	Merchants.
Tung San Sheng Min Pao	1922	MD—Chin' (E)	2,000 R	8	15½ x 21½"	Merchants.
NANKING						
Nan Fang Jih Pao.	1913	MD—Chin' (E)	350 L	8	15½ x 21½"	Educational.
PEKING						
Leader	1924	MD—English	10,000	14	.....	Engl'h speaking.
Daily News	....	MD—English	1,000	8	.....	Engl'h speaking.
Le Journal de Pekin	....	MD—French	.....	8	.....	French.
SHANGHAI						
China Courier	1926	MD—Eng' (E)	2,500 A	8	21 x 18"	Engl'h speaking.
China Press	1911	MD—Eng' (E)	2,500 X	14-20	22½ x 17½"	General.
China Times	1907	MD*—Chin'	85,000 Z	16	32 x 45"	Businessmen.
China Tribune	1926	W*—Chin' and English	1,800 Z	12-16	15½ x 10½"	Chinese.
Christian Intelligenser	1902	W—Chin' .(E)	6,000 A			Religious.
Eastern Times	1904	MD*—Chin'	35,000 Z	4	16 x 22½"	Educated.
Evening News	1918	ED*—Eng'	3,000 Z	8	15½ x 21½"	Business.
North-China Daily News	1850	MD*—Eng'	7,100	19-21	18½ x 24½"	Engl'h speaking.
North-China Herald.	1850	W*—Eng'	3,350	48	12¼ x 18½"	Better classes.
Republican News	1917	MD—Chin' (E)	20,000 A	4	14 x 19"	High class.
Mainichi Shimbun.	1927	MD*—Jap' (E)	7,000 A	12	14½ x 20½"	Japanese.
Nippo	1902	MD*—Jap' (E)	4,500 A	10	20 x 14½"	Japanese.
Nichi Nichi Shimbun	1914	MD*—Jap' (E)	6,000 A	12	20 x 14"	Commercial.
Journal of Commerce	1921	MD—Chin' (E)	8,000 A	12	56 x 32 cm.	High class.
Mercury	1879	ED—Eng' .(E)	500 A	8-12	24 x 16¼"	Engl'h speaking.
Shanghai Times	1902	MD*—Eng'	6,000 Z	16	16½ x 21"	Best class.
Shun Pao	1872	MD*—Chin'(E)	90,000	24	15 x 20½"	Business.
Sin Wan Pao	1893	MD*—Chin'(E)	100,000 A	16-20	16 x 20"	All classes.
TIENTSIN						
Hua Pei Shin Wen.	....	ED—Chin'	345	..	.....	.....
North China Daily Mail	....	ED—Eng'	300	..	.....	.....
North China Star	....	ED—Eng'	3,500	..	.....	.....
Peking and Tientsin Times	....	ED—Eng'	1,100	..	.....	.....
T' Ai Wu Shih Pao	....	ED—Chin'	10,000	..	.....	.....
Ta Kung Pao	....	ED—Chin'	10,000	..	.....	.....
Yi Shih Pao	....	ED—Chin'	17,000	..	.....	.....
Yung Pao	....	ED—Chin'	10,000	..	.....	.....

INDIA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
BOMBAY						
Chronicle	1913	MD*—Eng' (E)	5,000 A	12-16	17½ x 22"	Educated.
Samachar	1815	MD—Gujerati	6,000 A	16-24	16 x 19½"	Merchants.
The Gujerati	1890	W*—English and Gujerati (E)	7,000 A	36	12 x 9"	Commercial.
The Hindustan and The Praja Mitra (U. S. 3)	1886	ED—Gujerati	4,000 A	16	20 x 15"	Merchants.
Daily Mail	1923	ED*—Eng' (E)	6,000 A	16-24	15 x 20"	Educated.
National Herald	1926	MD—English	20,000	12	22½ x 17¼"	Educated.
Nawakal	1923	MD*—Marathi	6,000	8-12	20 x 15"	Commercial.
Sanj Varatam (U. S. 3)	1902	ED*—Anglo-Gujerati (E)	7,000 A	24	20 x 17"	Educated classes.
Times of India	1838	MD*—Eng' (E)	25,000 A	16	16 x 22"	Educated classes.
Eve' News of India	1921	ED*—Eng' (E)	10,000 A	16	10¾ x 15½"	Educated.
CALCUTTA						
Amrita Bazar Paprika	1868	MD*—Eng' (E)	25,000 A	12	18 x 24½"	English-speaking.
Ananda Bazar Paprika	1878	MD—Bengalese	40,000			Bengali speaking.
Basumati	1881	MD*—Beng' (E)	25,000 A			Bengali-speaking.
Bengalee	1858	MD*—Eng' (E)	15,000 A	9-12	23 x 18"	English-speaking.
Exchange Gazette	1818	MD*—Eng' (E)	2,000 A	60	9½ x 7½"	Commercial.
The Englishman.	1821	MD*—Eng' (E)	30,000 A	12-32	22 x 18"	Europeans.
Forward	1923	MD*—Eng' (E)	10,000 A	12-16	18 x 22"	English-speaking.
The New Empire	1906	ED*—Eng' (E)	6,000 A	6	23 x 18"	English-speaking.
The Statesman	1875	MD*—Eng'	36,126	16	22 x 13½"	English-speaking.
The Vishwamitra Karyalaya	1916	MD*—Hindustani	30,000	12	20 x 14"	Hindi-speaking.
DELHI						
Hindustan Times	1924	MD*—English	13,600	16	13 x 20"	English-speaking.

(Continued on page 312)

Why The Tokyo Asahi Should Be Included:

The **Tokyo Asahi** is to Japanese readers what the London Times is to Britishers or the New York Times to Americans. Its largest circulation in Tokyo together with the tremendous buying power of its readers make it the logical choice for advertisers in Japan.

The **Tokyo Asahi** leads all other Tokyo newspapers both in news and advertising.

Japan's Finest Newspaper Building

The Tokyo Asahi Shimbun

AMERICAN REPRESENTATIVE

Trans-Pacific Advertising & Service Bureau

Room 1512, 110 East 42nd Street

New York City

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

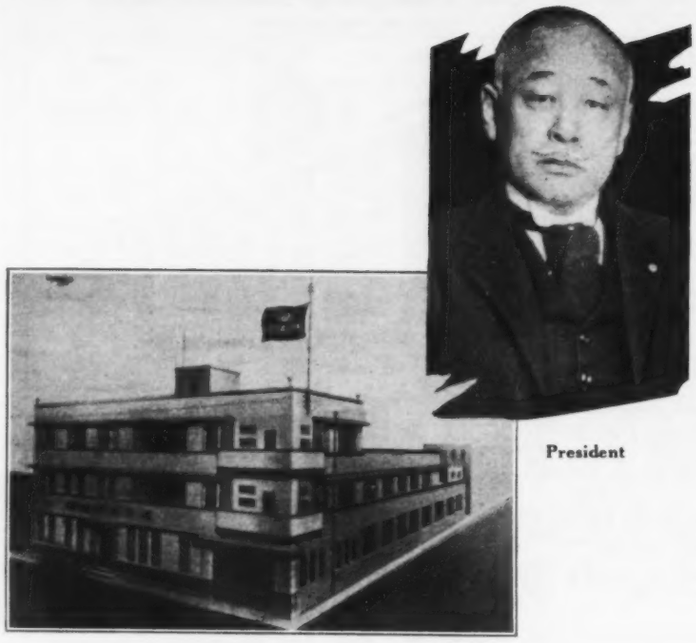
(Continued from page 311)

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
KARACHI						
Daily Gazette	1879	ED—English	5,000	16-24	20 x 13"	Europeans.
New Times	1917	ED—English	1,000	6-8	17 x 13"	Indians chiefly.
Sind Observer	1920	ED—English	2,000	12-18	20 x 13"	English-speaking.
LAHORE						
Bandematram	1920	MD—Urdu	8,000	14	12½ x 14½"	Indians.
Gazette	1872	MD*—Eng' (E)	4,000 L	16-20	13 x 20"	Educated.
Muslin Outlook		ED—English	3,000	8	26 x 20"	Mahomedans.
Tribune	1881	ED—English	6,000	12	20 x 13"	Educated.
LUCKNOW						
The Hamdam		MD*—Urdu (E)	3,000 R	8	18 x 20"	Urdu-speaking.
The Oudh Akhbar	1858	MD*—Urdu (E)	4,000 A	6-12	20 x 26"	Urdu-speaking.
MADRAS						
Andura Patrika (U. S. 3)	1914	ED*—Telugu	3,200	24	11¼ x 17½"	Telugu reading.
Daily Express	1921	MD*—English	1,300	12	15 x 20"	All classes.
		ED*—English	1,700			All classes.
Dravidan	1915	ED*—Tamil	3,800	8	13½ x 20"	All classes.
The Hindu (U.S.3)	1878	ED*—English	13,850	12	17 x 23"	European and English.
Justice	1914	ED*—English	3,800	12	13½ x 20"	All classes.
Madras Mail	1869	ED*—English	9,000	16	17½ x 22½"	All classes.
New India	1914	ED—English	3,000	12	13½ x 20"	All classes.
Swadesamitran	1889	ED—Tamil	9,500	16	15 x 20"	Tamil reading.
Swarajya (U. S 3)	1925	ED*—Tamil	2,500	8	11 x 17½"	Tamil Indians.
Today	1923	MD-ED*—Eng'	3,600	10	11½ x 18"	All classes.
POONA						
Dnyan Prakash	1849	MD—Marathi	2,500	6	13½ x 20"	Educated.

JAPAN

FUKUOKA						
Fukuoka, Nichi Nichi Shimbun	1919	MD ED—Jap.	250,000 Z	8 4	MD 20 x 15" ED	Better class Business men.
Unofficial Fukuoka Nippo	1888	MD ED—Jap.	200,000	8 MD 4 ED	20 x 15"	All classes.
FUZAN, CHOSEN						
Unofficial Fuzan Nippo	1906	MD ED—Jap.	45,000	8	22 x 16"	General.
HAKODATE						
Unofficial Mainichi	1879	MD ED—Jap.	25,000	8	20 x 15"	All classes.
Shinbun	1889	MD ED—Jap.	20,000	8	20 x 15"	General.
HIROSHIMA						
Unofficial Chugoku Shinbun	1893	MD ED—Jap.	65,000	6 MD 4 ED	22 x 16"	General.
Geibi Nichi Nichi	1889	MD ED—Jap.	10,000	8	22 x 16"	All classes.
KAGOSHIMA						
Kagoshima Shimbun	1882	MD—Jap. (E)	40,000 X	10	20 x 15"	General-local.
KOBE						
Ehime Shimpo	1887	MD ED—Jap.	43,500	8	16 x 22"	All classes.
Geibi Nichi Nichi Simbun		MD ED Jap.		8	16 x 22"	All classes.
Kobe Herald & Osaka Gazette	1889	ED— English and Jap.		8	15½ x 21½"	English speaking
Kobe Nichi Nichi Shimbun	1922	ED—Jap.	45,000	4	16 x 21¾"	All classes.
Kobe Yushin Nippo	1884	MD—Jap.	190,000	10	16 x 22"	All classes.
KEIJO, CHOSEN						
Unofficial Keijo Nippo	1907	MD ED—Jap.	90,000	8 MD 4 ED	22 x 16"	All classes.
Chosen Shinbun	1906	MD ED—Jap.	45,000	8 MD 4 ED	22 x 16"	General.
KUMAMOTO						
Kyushu Nichi Nichi Shimbun	1884	MD—Jap. (E)	30,000 X	10	20 x 15"	General.
KURE						
Nichi Nichi Shimbun	1900	MD—Japanese	50,000	8	16 x 22"	All classes.
KYOTO						
Unofficial Kyoto Hinode Shinbun	1880	MD ED—Jap.	35,000	8	16 x 21½"	General.
Kyoto Nichi Nichi	1913	MD ED—Jap.	40,000	8	16 x 22½"	General.
NAGANO						
Unofficial Shinano Mainichi	1876	MD ED—Jap.	100,000	6 MD 4 ED	16 x 21½"	General.
Nagano Shinbun	1909	MD ED—Jap.	60,000	4 MD 4 ED	16 x 21½"	All classes.
NAGASAKI						
Nichi Nichi Shimbun	1917	MD ED—Jap. (E)	30,000 R	8	20 x 15"	All classes.
Nagasaki Shimbun	1924	MD ED—Jap. (E)	25,000 X	8	20 x 15"	General.
NAGOYA						
Nagoya Shimbun	1894	MD ED—Jap. (E)	250,000 X	5 8	ED MD 16 x 21½"	General.
Shin Aichi	1888	MD ED—Jap. (E)	250,000 X	4 8	ED 16 x 21½" MD	General.
Shinano Mainchi Shimbun	1911	MD ED—		6 4	MD 16 x 21½" ED	General.
NIIGATA						
Unofficial Mainichi	1911	MD ED—Jap.	8,000	6 MD 4 ED	16 x 21½"	All classes.
Shinbun	1878	MD ED—Jap.	7,500	4 MD 4 ED	16 x 21½"	All classes.

(*Continued on page 313*)



President

HOCHI BUILDING—TOKYO

HOCHI SHIMBUN

Started in 1872, Hochi Shimbun is the oldest newspaper with the greatest circulation in the entire Japan.

Hochi Shimbun's reputation as the most effective medium for advertisements for motor cars, various kinds of tools and machineries and all kinds of general trade commodities has long been established and undisputed.

American advertisers can depend on ideal results from advertisements placed in the Hochi Shimbun.

Marquis Nobutsune Okuma

President

Cable Address: "Hochi Tokyo"

American Representatives

Trans-Pacific Advertising & Service Bureau

Room 1512, 110 East 42nd Street

New York

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 312)

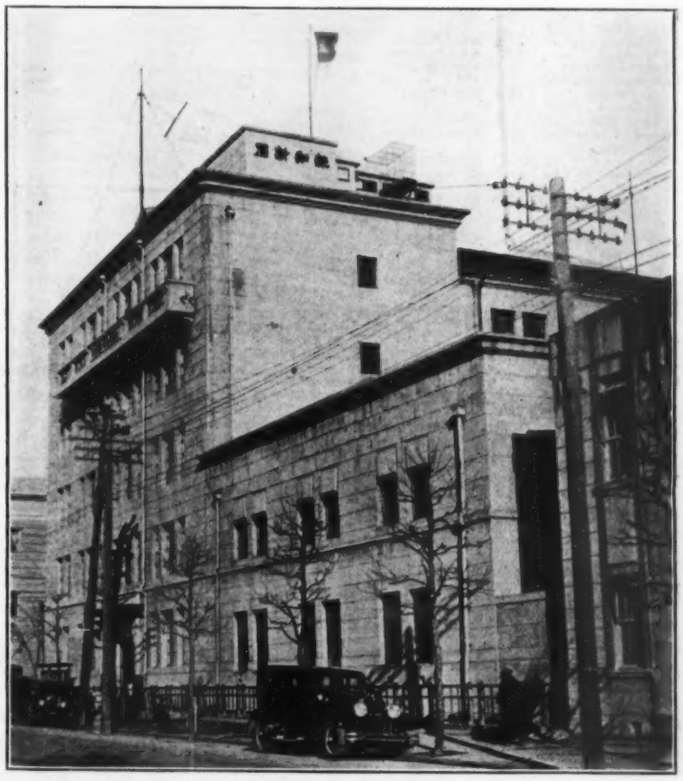
Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.—Pg. Size	Appeal
OKAYAMA					
Unofficial Chugoku Minpo	1893	MD ED—Jap.	5,500	6 MD 4 ED 21½ x 16"	All classes.
Sanyo Shinpo	1880	MD ED—Jap.	6,000	6 MD 4 ED 21½ x 16"	All classes.
OSAKA					
Asahi Shimbun	1879	MD—Jap.	1,300,000	12 12¾ x 16⅝"	All classes.
Mainichi	1888	MD ED—Jap.	1,200,000	12 12¾ x 16⅝"	All classes.
Mainichi & Tokyo Nichinichi (English Edition)	1922	MD*—English	25,000	8 16 x 21½"	Foreigners.
Taisho Nichi Nichi Shimbun	1919	MD ED—Jap.	50,000	4 16 x 21"	All classes.
Unofficial Jiji Shinpo	1906	MD ED—Jap.	100,000	6 MD 4 ED 12¾ x 16"	General.
SAPPORO					
Hokkaitimes	1902	MD ED—Jap.	120,000	6 MD 4 ED 21½ x 16"	All classes.
SENDAI					
Kahoku Shinpo	1898	MD ED—Jap.	100,000	6 MD 4 ED 21½ x 16"	All classes.
SHIMONOSEKI					
Kanmon Nichi Nichi Shimbun	1880	MD ED—Jap.	43,000 Z	10 20 x 15"	Better class.
TAIHOKU, FORMOSA					
Unofficial Taiwan Nichi-Nichi	1899	MD ED—Jap.	120,000	6 MD 4 ED 20 x 15"	All classes.
TAKAMATSUSCHI					
Shikoku Mimpo		MD ED—Jap.	12,850	6 16 x 22"	All.
TOKUSHIMA					
Nichinichi Shimpo	1876	MD ED—Jap.	45,500	8 16 x 22"	All classes.
TOKYO					
Chugai Shogyo Shimpo	1876	MD ED—Jap.	(E) 100,000 A	4 ED 8 MD 21½ x 16"	Commercial.
Hochi Shimbun	1872	MD ED—Jap.	1,790,000	8 MD 21½ x 16"	General.
Japan Advertiser	1890	MD—English	....	12 18½ x 22½"	Foreigners.
Japan Times	1897	ED—English	8,000	8-16 23¾ x 18"	Intellectuals.
Jiji Shimpo	1882	MD ED Jap.	(E) 300,000 A	14 21½ x 16"	High class.
Kokumin Shimbun		MD ED—Jap.	(E) 150,000 A	8 MD 21½ x 16" 4 ED	General.
Kwampo		MD—Jap.	40,000 X	40 12 x 9"	Officials.
Miyako Shimbun	1884	MD—Jap.	(E) 150,000 A	12 21½ x 16"	Lower class.
Asahi Shimbun	1888	MD ED—Jap.	(E) 400,000 A	8 MD 21¾ x 16" 4 ED	Middle class.
Nichi Nichi Shimbun	1872	MD ED—Jap.	(E) 500,000 A	8 MD 21½ x 16" 4 ED	General.
Yorozu Choho	1892	MD ED—Jap.	(E) 100,000 A	6 MD 21½ x 16" 4 ED	General.
Yomiuri Shimbun	1875	MD—Jap.	200,000	10 21½ x 16"	Middle classes.
Denki Nippo	1920	MD—Jap.	60,000	8	Business.
YOKOHAMA					
Shimpo	1890	MD—Jap.	165,000	6 16 x 21"	General.
Maicho Shimpo	1898	MD—Jap.	40,000	4 16 x 21"	General.
PALESTINE					
JERUSALEM					
Doar Hayom	1919	MD—Biblical Hebrew	8,000	4-10 25 x 37"	Well-to-do.
Bulletin	1923	MD—English	2,000	4 17 x 10½"	English speaking.
TEL-AVIV					
Davar	1925	ED*—Hebrew	4,500	4-8 14½ x 21"	General.
Haaretz	1916	ED—Hebrew	4,000	4-6 16 x 27"	Middle classes.
PERSIA					
TEHERAN					
Ighdam	1921	MD—Persian	1,503 X	4 15½ x 21½"	Politicians.
Ittelaat	1926	ED—Persian	1,200 X	2 15½ x 21½"	Politicians.
Setareh-i-Iran	1914	MD—Persian	1,500 X	4 15½ x 21½"	Politicians.
Shefak-i-Sorkh	1921	MD—Persian	1,000 X	4 15½ x 21½"	Politicians.
STRAITS SETTLEMENTS					
IPOH					
The Times of Malaya		ED*—Eng.	(E) 1,000 L	10-12 16 x 9¾"	Merchants-planters.
PENANG					
Kwong Wah Yit Poh	1910	ED—Chin.	(E) 1,250 L	24 15 x 20"	Chinese.
Nanyang Times	1922	ED—Chin.	(E) 750 L	12 15 x 20"	Merchants.
Penang Sin Poe	1896	ED*—Chin.	(E) 1,850 L	24-28 15 x 20"	Merchants.
Pinang Gazette and Straits Chronicle	1833	ED—Eng.	(E) 3,600 L	16 17½ x 22¾"	Merchants-planters.
Straits Echo	1903	ED—Eng.	(E) 2,500 L	16 17½ x 22½"	Merchants, planters.
SINGAPORE					
Malaya Tribune	1914	ED—Eng.	(E) 2,000 R	12 15 x 20"	Engl'h speaking.
Singapore Free Press		MD—Eng.	(E) 1,600 R	12 15 x 20"	Engl'h speaking.
Straits Times	1850	ED—Eng.	(E) 4,500 R	10 20 x 15"	Engl'h speaking.
SYRIA					
ALEPPO					
At-Takaddom	1908	ED—Arabic	900	4 18 x 12"	Christians.
El Missak	1924	ED—Arabic	800	4 18 x 12"	Educated.
BEIRUT					
Al-Jawayeb	1926	MD—Arabic	(E) 3,500 L	4 19 x 25"	All classes.
Lissan-Ul Hal	1877	ED—Arabic	3,500 L	6 17 x 24"	Higher class.
L'Orient	1923	MD—French	2,500	4 18 x 24"	Higher class.
La Syrie	1919	MD—French	2,000	4 18 x 24"	Officials.
DAMASCUS					
Alefba	1920	MD—Arabic	1,800 X	4 25 x 19"	Educated Syrians.
Fata-el-Arab	1918	MD—Arabic	2,000 X	4 22 x 16"	Moslem Fanatics.
Moukhtabass	1908	MD—Arabic	1,000 X	4 22 x 16"	Moslems.
Omran	1920	MD—Arabic	600 X	4 22 x 16"	Syrians, mixed.
Rayilam	1908	MD—Arabic	1,500 X	4 25 x 16"	Syrians Moslems.
Souria	1919	MD—Arabic	500 X	4 22 x 16"	Syrian Christians.

(Continued on page 314)

THE NAGOYA SHIMBUN

The leading newspaper in Central Japan

1. The NAGOYA SHIMBUN is published in Nagoya, one of the three largest cities in Japan.
2. Nagoya is located in the central section of the main island and occupies the largest and most prosperous area.
3. NAGOYA—center of industry and commerce, the crossroads of the nation, has wonderful purchasing power so that your advertising brings excellent results.
4. The Nagoya Shimbun is one of the first-class provincial papers and it has the largest circulation among the prosperous group of buyers.
5. Nagoya Shimbun has twelve prefectural editions for its surrounding districts.
6. The Nagoya Shimbun carries the largest amount of foreign advertising among provincial newspapers.
7. The Nagoya Shimbun has telephotographic equipment.



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THE NAGOYA SHIMBUN

NAGOYA, JAPAN

American Representatives

TRANS-PACIFIC ADVERTISING & SERVICE BUREAU

Incorporated

Room 1512, 110 East 42nd Street, New York

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 313)

DUTCH EAST INDIES

SUMATRA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
PADANG						
Bode	1894	ED—Dutch	4,000	12	36 x 50 cm.	Average.
Tjaja Sumatra	1896	ED—Malay	1,500	4	37½ x 56 cm	Natives, Chinese.
MEDAN						
Post	1898	ED—Dutch	7,845 Z	14-16	16½ x 22¼"	European.
Courant	1894	ED—Dutch	Z	12-14	15¾ x 21¾"	European.

JAVA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
BANDOENG						
Algemeen Indisch Dagblad, de Preangerbode	1898	MD ER*— Dutch	7,000	14-20	.....	General.
Kaoem Moeda	1857	ED—Malay	1,200 Z	4	30 x 50 cm.	Natives.
BATAVIA						
Java Bode	1851	ED* Dutch	10,000	16	15 x 22"	General.
Java Star	1926	SW—English	6,000 Z	8	38 x 56 cm.	Europeans.
Het Nieuws Van Den Dag Voor N. I	1895	ED*—Dutch	10,000	18	13 x 20"	All classes.
Keng Po	1923	ED*—Malay	5,000	3	55 x 75 cm.	Natives.
Perniagaan	1902	ED*—Malay	6,000	10	55 x 75 cm.	Chinese merchants.
Sin Po	1921	ED*—Chinese	5,000	10	15 x 22"	Chinese.
Sin Po	1909	ED*—Malay	8,000	12	55 x 75 cm.	Better class.
DJOCJAKARTA						
Mataram	1903	MD ED*—Dutch	7,000 Z	12	40 x 60 cm.	Europeans.
SEMARANG						
Djawa-Tengah	1909	ED MD*—Malay	5,000 Z	12	55 x 76 cm.	Chinese.
SURABAYA						
De Indische Courant	1921	ED—Dutch	5,000 Z	16	18 x 24¾"	Europeans.
De Indische Post	1921	W*—Dutch	4,000 Z	20	28 x 44½ cm.	Europeans.
Nieuwe Soerabaja Courant	1836	ED*—Dutch	4,000 Z	12	45 x 66 cm.	Europeans.
Pewarta Soerabaia	1903	ED*—Malay	3,800 Z	12	14¾ x 21½"	Chinese.
Sin Jit Po	1922	ED*—Malay	4,000 Z	10	29 x 50 cm.	Chinese.
Soeara Publick	1861	ED—	3,000	10	55 x 37½ cm.	
Soerabaiasch Handelsblad	1852	ED*—Dutch	8,500 Z	12-18	18 x 24¾"	Europeans.
WELTEVREDEN						
Bataviaasch Nieuwsblad		ED—Dutch	4,250	10-14	62 x 46½ cm.	Better Class.
Bintang Timoer	1925	ED*—Malay	6,000	6	45 x 66 cm.	Better Class.
De Courant	1921	ED—Dutch	2,000	10	55 x 75 cm.	Better Class.

FRENCH INDO-CHINA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
HANOI						
L'Avenir du Tonkin	1883	MD—French	.....	4	61 x 45 cm.	General.
Le Courrier d' Haiphong	1880	MD—French	.....	..	60 x 45 cm.	General.
L'Eclaireur	1925	MD—French	.....	..	60 x 46 cm.	French.
France-Indochine	1918	ED*—French	2,000	4-6	60 x 45 cm.	Middle class.
L'Independance Tonkinoise	1888	MD—French	.....	..	63 x 44 cm.	General.
L'Indochine Republicaine	1924	MD—French	.....	..	60 x 45 cm.	General.
Khai-Hoa, Nhat-Bao.	1921	ED—Annamite	.....	4	62 x 46 cm.	Tonkinese.
Thuc-Nghiep-Dan-Bao		MD—Annamite	.....	4	46 x 61 cm.	Natives.
Trung-Bac-Tan-Van	1913	MD—Annamite	.....	..	61 x 45 cm.	Natives.
La Volonte Indochinoise	1926	MD—French	.....	4	62 x 45 cm.	Conservative.
SAIGON						
Cong-Luan-Bao	1915	ED—Annamite	9,000	6-8	62 x 45 cm.	All classes.
Le Courrier Saigonnais	1865	ED—French	1,500	4-6	63 x 48 cm.	General.
L'Echo Annamite	1919	ED—French	.....	4	65 x 45 cm.	Socialists.
L'Impartial	1916	ED—French	.....	6-8	66 x 53 cm.	French.
Luc-Tinh-Tan-Van	1908	ED—Annamite (quoc-ngu characters)	3,500	6	45 x 63 cm.	Literate native officials professional and business men.
Nam-Ky-Hue-Kien Nhat-Bao	1918	ED—Chin. (E)	1,500 R	12	56 x 38 cm.	Literate Chinese.
Le Revell Saigonnais	1906	MD—French	.....	4	65 x 47 cm.	French.
Saigon Republicain	1924	ED—French	1,500	6-8	50 x 65 cm.	Natives.
Trung-Lap-Bao	1923	ED—Annamite	.....	6	65 x 53 cm.	Natives.

THE ANTIPODES

AUSTRALIA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
ADELAIDE						
Advertiser (U. S. 6)	1858	MD*	87,050	24	24 x 19¼"	All classes.
Chronicle (U. S. 6)	1858	W*	20,300	76	17½ x 10⅝"	All classes.
News	1923	ED*	38,000	12-16	15¼ x 22"	All classes.
Observer	1843	M*— (E)	14,000L	64	17 x 10⅝"	All classes.
Register	1858	MD* (E)	20,000L	16	24 x 17"	All classes.
BRISBANE						
Courier	1846	MD (E)	50,000R	24	18 x 24"	General.
Unofficial						
Daily Mail	1903	MD	.....	.....		General.
Standard		ED	.....	.....		Middle class
Observer	1883	ED	.....	.....		General.
Telegraph	1872	ED	.....	.....		General.
BURNIE (Tasmania)						
Advocate	1890	MD (E)	10,000A	16	18 x 24"	General.
HOBART (Tasmania)						
Mercury	1854	MD (E)	19,000A	16	18 x 24½"	General.
LAUNCESTON (Tasmania)						
Examiner	1842	MD (E)	12,000A	16	17¾ x 23"	General.
MELBOURNE						
Age	1856	MD* (E)	115,000A	18	24½ x 17⅛"	Workers.
Argus	1846	MD*	115,781	24	24¼ x 17⅛"	Trade-Farm
Herald	1840	ED*	181,750	20-30	22 x 17¾"	All classes.
Morning Post	1925	MD*	45,000	12	22 x 15¾"	Country people.
Sun Pictorial	1922	MD*	128,521	24-28	15 x 10¼"	All classes.
NEWCASTLE						
Morning Herald	1876	MD*	25,000	11	20 x 22"	General.
Sun	1918	ED* (E)	25,000R	10	18 x 22"	Urban.
PERTH						
News	1882	ED	.....	10	27 x 19½"	General.
SYDNEY						
Guardian	1923	MD*	148,366	14	20 x 15½"	General.
Sun	1910	ED*	188,432	16	22 x 17½"	General.
Telegraph	1870	MD*	80,000	16	24 x 16½"	Middle class.
News	1867	ED*	140,000	16	22 x 17"	General.
Herald	1831	MD*	135,000A	20	24 x 18⅝"	General.

NEW ZEALAND

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
ASHBURTON						
Ashburton Mail	1880	ED (E)	1,200A	8	15¾ x 21"	Agricultural.
AUCKLAND						
Auckland Star	1869	ED (E)	50,000R	18	24 x 20"	General public.
Herald	1863	MD-exS*	50,000	20	26 x 20"	General public.
Sun	1927	ED	.....	14-20	25 x 19"	General public.
CHRISTCHURCH						
Lyttelton Times	1851	MD (E)	23,000A	10-24	15¾ x 24"	General.
Press	1861	MD (E)	23,000X	12-24	18½ x 24"	General.
Star	1868	ED (E)	12,000X	12-24	18 x 24"	General.
Sun	1914	ED (E)	17,500A	14-30	18⅝ x 21⅝"	General.
DUNEDIN						
Evening Star	1863	ED (E)	21,000A	10-24	18 x 23½"	General.
Otago Daily Times	1860	MD (E)	22,000A	12-24	18 x 23½"	General.
ELTHAM						
Argus	1897	ED (E)	600A	6	13½ x 19¼"	Agricultural.
FIELDING						
Star	1877	MD (E)	900A	4	.....	Pastoral.
GISBORNE						
Times	1890	ED* (E)	4,250R	10	26 x 20"	General.
Herald	1874	ED (E)	5,500R	8	26 x 20"	General.
GORE						
Ensign	1878	ED (E)	2,500A	8-12	18 x 23¼"	General.
GREYMOUTH						
Argus	1865	MD (E)	5,000 A	8	18 x 23"	Mining and mfg.
Star	1865	ED	.....	8	24 x 18"	Mining and mfg.
HAWERA						
Star	1880	ED (E)	4,000A	8-12	20 x 25"	General.
HASTINGS						
Tribune	1896	ED (E)	4,000A	8-12	18 x 24"	General.
HOKITIKA						
Guardian & Evening Star	....	MD (E)	550A	4	16 x 30"	General.
INVER CARGILL						
News	1861	ED (E)	8,000A	12-24	18 x 24"	General.
Times	1862	MD	7,500	12-24	18 x 24"	General.
LEVIN						
Chronicle	1893	ED (E)	450A	8	18 x 22¼"	Farming.
MARTON						
Advocate	1874	ED (E)	2,400A	6	15½ x 21¼"	Agricultural.

(*Continued on page* 316)

NEW ZEALAND

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American Exports to New Zealand have increased 310% in the 10 years 1915-1925.

70% of New Zealand Foreign Imports now come from U. S. A., and this ratio is steadily climbing.

$48,602,464.00 worth of American goods are consumed annually in New Zealand.

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Posted monthly to 59,000 identified farm homes throughout New Zealand, the "Exporter" gives 70% coverage of rural New Zealand.

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And over twenty pages of women's interests make the "Exporter" the Farm Home Journal of New Zealand.

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EDITOR & PUBLISHER carries more advertising from newspapers than any other trade journal.

Why? Because EDITOR & PUBLISHER subscribers are worth reaching; they place 91.4% of all the known national newspaper appropriations.

Why? Because EDITOR & PUBLISHER is editorially devoted exclusively to newspaper advertising. (Newspapers are the REAL national mediums—they are not sideshows to be classified with street-car cards and other advertising knicknacks).

Why? Because EDITOR & PUBLISHER offers a large printing page with plenty of room to tell a well-rounded story.

Why? Because EDITOR & PUBLISHER spends thousands of dollars in telegraph tolls and other editorial costs to make a publication of "first run" news and intensely interesting special features. This editorial leadership creates keen reader interest and the atmosphere of authority.

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Allentown (Pa.) Call
Ashville (N. C.) Citizen
Ashville (N. C.) Times
Atlanta Constitution
Atlanta (Ga.) Georgian American
Atlanta (Ga.) Journal
Atlantic City (N. J.) Press Union
Auburn (N. Y.) Advertiser Journal
Baltimore (Md.) American
Baltimore (Md.) News
Baltimore (Md.) Sun
Beaumont (Tex.) Enterprise
Bellingham (Wash.) Herald
Binghamton (N. Y.) Press
Birmingham (Ala.) News
Brimingham (Ala.) Post
Bloomington (Ill.) Pantagraph
Blytheville (Ark.) Courier-News
Boston Globe (Mass.)
Boston Post (Mass.)
Boston Transcript
Bridgeport (Conn.) Post
Brooklyn (N. Y.) Standard Union
Buffalo (N. Y.) Courier & Express
Buffalo (N. Y.) Times
Buffalo (N. Y.) News
Cedar Rapids Evening Gazette
Charleston (W. Va.) Gazette
Charlotte (N. C.) Observer
Chester (Pa.) Times
Chicago American
Chicago Daily News
Chicago Tribune
Christian Science Monitor
Cleveland (Ohio) News
Cleveland (Ohio) Press
Cleveland (Ohio) Plain Dealer
Columbus (Ohio) Dispatch
Dallas (Texas) Dispatch
Dallas (Texas) News
Dallas (Texas) Times Herald
Des Moines (Ia.) Register Tribune
Detroit (Mich.) News
Detroit (Mich.) Free Press
Detroit (Mich.) Times
Duluth (Minn.) News-Tribune
Elizabeth (N. J.) Journal
Erie (Pa.) Times
Fall River (Mass.) Herald News
Fitchburg (Mass.) Sentinel
Fond du Lac (Wis.) Reporter
Fort Wayne (Ind.) News Sentinel
Fort Worth (Texas) Star Telegram
Galveston (Tex.) News
Gloversville (N. Y.) Leader Republican
Greensboro (N. C.) Daily News
Baltimore Post (Md.)
Denver Rocky Mountain News
Harrisburg (Pa.) Telegraph
Haverhill (Mass.) Gazette
Honolulu (Hawaii) Star Bulletin
Houston (Texas) Press
Houston (Texas) Post Dispatch
Houston (Texas) Chronicle
Huntington (W. Va.) Advertiser
Indianapolis (Ind.) News
Indianapolis (Ind.) Star
Kansas City (Mo.) Star
Lancaster (Pa.) New Era
Lansing (Mich.) State Journal
Lawrence (Mass.) Eagle Tribune
Lexington (Ky.) Herald
Los Angeles Examiner (Calif.)
Los Angeles Herald (Calif.)
Louisville Courier Journal (Ky.)
Los Angeles Times
Lowell (Mass.) Courier Citizen & Leader
Memphis Commercial Appeal
Milwaukee (Wis.) Journal
Milwaukee (Wis.) Sentinel
Montgomery (Ala.) Advertiser
Muncie (Ind.) Star
Nashville (Tenn.) Banner
Nashville (Tenn.) Tennessean
Newark (N. J.) Ledger
Newark (N. J.) News
New Haven (Conn.) Register
New Orleans (La.) Times Picayune
New York Graphic
New York Herald Tribune
New York Sun
New York Telegram
New York Times
New York News
New York World
Oakland Tribune (Calif.)
Oklahoma City (Okla.) Oklahoman & Times
Oklahoma City (Okla.) News
Paterson (N. J.) Press Guardian
Peoria Journal Transcript
Peoria (Ill.) Star
Phila. (Pa.) Bulletin
Philadelphia (Pa.) Inquirer
Pittsburgh (Pa.) Post Gazette
Pittsburgh (Pa.) Press
Pittsburgh (Pa.) Sun Telegraph
Portland (Ore.) Journal
Providence (R. I.) Journal
Reading (Pa.) Times
Richmond (Va.) News Leader
Rochester (N. Y.) Democrat Chronicle
St. Joseph (Mo.) News
St. Louis (Mo.) Globe Democrat
St. Louis (Mo.) Post Dispatch
St. Louis (Mo.) Star
St. Paul (Minn.) Pioneer Press
St. Paul (Minn.) News
St. Petersburg (Fla.) Independent
San Antonio (Texas) Express
Salt Lake City (Utah) Tribune
San Francisco (Calif.) Chronicle
San Jose (Calif.) News
Scranton (Pa.) Republican
Scripps Howard Newspapers
Spokesman Review (Spokane, Wash.)
Superior (Wis.) Telegram
Syracuse (N. Y.) Herald
Syracuse (N. Y.) Post Standard
Tacoma (Wash.) News Tribune
Washington (D. C.) Star
Washington (D. C.) Times Herald
Wichita (Kan.) Eagle
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INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 314*)

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
MASTERTON						
Age	1881	MD (E)	3,500A	10-14	18 x 22"	Pastoral.
Times	1874	ED (E)	3,300A	8-14	18 x 22½"	Agricultural.
NAPIER						
Telegraph	1871	ED (E)	6,300A	8	17¾ x 21¾"	Agricultural.
Herald	1857	MD (E)	5,000A	8-12	18¼ x 24"	General.
NEW PLYMOUTH						
News	1857	MD (E)	6,600A	12-20	18 x 21½"	General.
Herald	1852	ED (E)	6,000A	12-20	18 x 21½"	General.
OAMARU						
Oamaru Mail	1876	ED (E)	4,000A	8-16	16 x 25½"	General.
PALMERSTON NORTH						
Times	1875	MD (E)	5,000A	8-12	17¾ x 20"	Pastoral.
Standard	1880	ED (E)	6,000A	12-16	15¾ x 22½"	General.
TIMARU						
Herald	1864	MD	7,700	12-20	18 x 23¼"	General.
Post	1899	ED (E)	4,500A	12-18	18 x 22"	General.
WANGANUI						
Wanganui Chronicle	1856	MD (E)	6,000A	12-16	17¼ x 21¾"	General.
Wanganui Herald	1867	ED (E)	5,000A	10-16	18¾ x 21¾"	General.
WELLINGTON						
Dominion	1907	MD (E)	25,000A	10-24	18 x 23"	General.
Evening Post	1865	ED (E)	27,000A	10-24	19½ x 21¾"	General.
WESTPORT						
News	1870	MD (E)	1,800A	8	18 x 28½"	Local.
Times and Star	1866	ED (E)	1,800A	8	13 x 28½"	Local.

AFRICA

ALGERIA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
ALGIERS						
L'Algerie	1897	ED—Fren	10,000 Z	4	24¾ x 16¾"	Business.
La Depeche Algerienne	1887	MD—French	105,000 Z	6	23½ x 17½"	All classes.
L'Echo d'Alger	1912	MD*—French	80,000 Z	6	23¾ x 17½"	All classes.
Les Nouvelles	1899	ED—French	15,000 Z	4	22¼ x 15½"	All classes.
BONE						
Le Depeche de l'Est	1887	MD—Fren	3,500 X	4	23½ x 18"	General.
CONSTANTINE						
La Depeche de Constantine	1907	MD*—French	2,000 X	6	23½ x 17"	All classes.
Le Republicain	1877	ED—French	2,500 Z	4	22½ x 15"	Business.
ORAN						
Depeche Oranaise	1916	ED*—French	10,000	4	56 x 45 cm.	All classes.
Echo d'Oran	1844	MD*—French	60,000	6	60 x 45 cm.	All classes.
Petit Oranais	1880	ED*—French	6,000	2	60 x 45 cm.	All classes.

ANGOLA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
LOANDA						
A Provincia	1923	ED—Port	2,500	4-6	12 x 17"	Business men.

BRITISH EAST AFRICA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
MOMBASA—(Colony of Kenya)						
Times (U. S. 3)	1900	MD—English		8	24 x 20"	English speaking
NAIROBI						
East African Standard (U. S. 3)	1906	MD—English	1,800	12	18 x 24"	Europeans natives.

CANARY ISLANDS

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
LAS PALMAS						
Diario de las Palmas	1892	MD—Span. (E)	3,500 L	4	24 x 18"	General public.
La Provincia	1906	MD—Span. (E)	3,500 L	12	24 x 18"	General public.
El Tribuno	1904	MD—Span. (E)	3,000 L	4	24 x 18"	General public.
SANTA CRUZ (Tenerife)						
Gaceta de Tenerife	1892	MD—Span. (E)	4,300 L	2	17½ x 25¼"	General public.
La Prensa	1910	MD—Span. (E)	10,000 L	6-8	16 x 23¾"	General public.
El Progreso	1901	ED—Span. (E)	4,000 L	4	16 x 22½"	General public.

EGYPT

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
ALEXANDRIA						
Al-Bassir	1897	ED—Arabic	7,000	6-8	47 x 62 cm.	Business.
Bourse Egyptienne	1900	ED—French	3,000	6	24½ x 18½"	General public.
Messaggero Egiziano	1874	ED—Italian	12,000	4	21 x 16"	General public.
Egyptian Gazette (U. S. 3)	1880	MD—English	8,000	8	24 x 18"	General public.
Ephimeris	1910	ED—Greek	3,800	4	21¼ x 16¾"	Greek business.
Journal Commercial	1921	ED—Arabic	3,000	4	22½ x 16"	Merchants.
Journal Commerce	1910	ED—French	1,500 X	4	33 x 15½"	Commercial merchants.
Le Phare Egyptien	1925	MD—French	4,000	4-6	17½ x 22½"	General public.
Le Reforme	1896	MD—French	4,500	6	18 x 25"	General public.
Tachydromos—Homonia	1880	ED—Greek	8,500	6-8	20½ x 13"	General public.
Wadinnil	1909	ED—Arabic	11,000	6-8	60 x 90 cm.	General public.
CAIRO						
Al Ahram	1875	MD—Arabic	25,000 R	8	20 x 25"	All classes.
Al Balagh	1922	ED—Arabic	35,000 Z	8	53 x 40 cm.	Every Class.
Al Ittehad	1925	ED—Arabic	10,000 R	8	60 x 34 cm.	Political.
Al Mokattam	1894	MD*—Arabic	22,000 R	8	60 x 45 cm.	All classes.
Al Siassa	1922	MD—Arabic	30,000 R	8	65 x 50 cm.	All classes.
La Bourse Egyptienne	1903	ED—French	8,000 Z	8	18 x 24"	All classes.
Clio	1916	MD—Greek	3,000 R	4	37 x 26"	Greeks.
Gazette	1880	MD—English	8,000 R	8	18 x 24"	English.
L'Imparziale	1892	ED—Italian	2,000 R	4	65 x 50cm.	All classes.
L'Information	1925	MD—French	2,000 R	6	30 x 52 cm.	All classes.
Le Journal	1897	MD—French	4,000 Z	6	60 x 50 cm.	Foreign colonies.
Kairon	1873	ED—Greek	5,500 Z	4	37 x 26"	All classes of Greek.
Kawkab El Shark	1922	ED—Arabic	18,000 Z	8	60 x 50 cm.	Students.
Misr	1895	ED—Arabic	8,000 R	4	18½ x 24¼"	All classes.
Le Revell	1925	MD—French	4,500 Z	6	39 x 52 cm.	All classes.
PORT SAID						
Le Verité	1893	ED—French	500 Z	4	16 x 22½"	Europeans.

MOROCCO

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
CASABLANCA						
Le Petit Marecaino	1912	MD—French	10,000 A	4-6	17¼ x 24½"	Educated.
Le Presse Marocaine	1913	MD—French	8,000 A	4	17½ x 23¼"	Educated.
La Vigie Marocaine	1907	ED—French	12,500	6	17¼ x 24½"	Europeans.
RABAT						
L'Echo du Maroc	1914	MD—French	7,000 A	4	17 x 24"	Educated.
TANGIER						
Courrier Theatral	1921	MD—French	2,000	4	10½ x 15*"	All classes.
Le Depeche	1905	ED—French	3,000	4	68 x 40 cm.	General.
Heraldo	1924	MD*—Spanish	4,500	6	108 x 88 cm.	General.
El Porvenir	1900	ED—Spanish	2,000	4	50 x 38 cm.	General.

PORTUGUESE EAST AFRICA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
LOURENCO MARQUES						
Noticias	1926	MD*—Portu'	1,500 R	4-8	12 x 20"	All classes.

TUNISIA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
TUNIS						
Le Depeche	1888	MD*—French	30,000	6-8	60 x 44 cm.	All classes.
Le Petit Matin	1923	MD*—French	10,000	6	62 x 43½ cm.	All classes.
Francaise	1886	ED*—French	6,000	4	46 x 60 cm.	Manufacturers.
L'Unione	1885	ED*—Italian	10,000	4	46 x 60 cm.	Italians.

UNION OF SOUTH AFRICA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	—Pg. Size	Appeal
BLOEMFONTEIN						
The Friend (U. S. 4)	1850	MD*—English		12	21½ x 15½"	All classes.
Die Volksblad (US 3)	1914	MD*—Dutch	11,000	8	22 x 16"	Afrikaan speaking.
Vriend des Volks	1906	SW*—Afrikaans		8	21½ x 15½"	Dutch speaking.
CAPE TOWN						
Cape Argus (U.S. 4)	1857	ED—English	25,000 A	16 42	22¾ x 18½"	All classes.
Cape Times	1876	MD*—English	30,000 A	12-24	25 x 18"	
Die Burger (U.S.3)	1914	MD*—Afrikaans	23,500	10	16¼ x 24"	Afrikaans (us 4).
DURBAN						
Natal Advertiser (U. S. 4)	1880	ED*—English	17,000 A	18	18¾ x 22¾"	All classes.
Natal Mercury (U. S. 4)	1852	MD*—English	20,000	20	27½ x 20¾	All classes.
EAST LONDON						
Dispatch (U. S. 4)	1872	MD*—English	10,000	12	26 x 19½"	Business men.
JOHANNESBURG						
Rand Daily Mail	1902	MD*—English	40,000	14	17½ x 22"	English speaking
Star (U. S. 4)	1886	ED*—English	50,000	16-24		English speaking
KIMBERLEY						
Diamond Fields Advertiser (U. S. 4)	1878	MD*—English		8	24 x 15"	All classes.
PIETERMARITZBURG						
Natal Witness	1846	ED*—English.	15,000 A	20	19½ x 26½"	All Classes.
PRETORIA						
De Volkstem (US 3)	1873	ED—Afrikaans		4	Daily	Dutch speaking.
News	1898	ED—Afrikaans	4,500	20	16 x 9½"	All classes.
SALISBURY						
Rhodesia Herald (U. S. 4)	1893	MD—English		10-D	16 x 20"	All classes.
UMTALI						
Rhodesia Advertiser (U. S. 4)	1893	MD—English	300 D	4-D	22 x 15	English.

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1. During the last fiscal year 1926-27, Australian imports increased by more than $65,000,000.
2. Australia spent during the same fiscal year nearly 1½ million dollars *per week* in automobiles and parts.
3. The average per capita wealth of Australia is $2,390, based on its population of 6,234,854.

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No advertising campaign in Sydney is complete without THE DAILY GUARDIAN, because it is read by more people than any other morning paper. Its audited paid circulation is 165,000. The volume of local advertising which it contains is your guide as to the opinion of Sydney business men. Attractive—convenient — concise — interesting—most easily read—it is Sydney's most popular daily.

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AUSTRALIAN NEWSPAPER AGENCY CORPORATION

(Associated with S. S. Koppe & Company, Inc.)

Times Bldg. **Bryant 6900** **New York**

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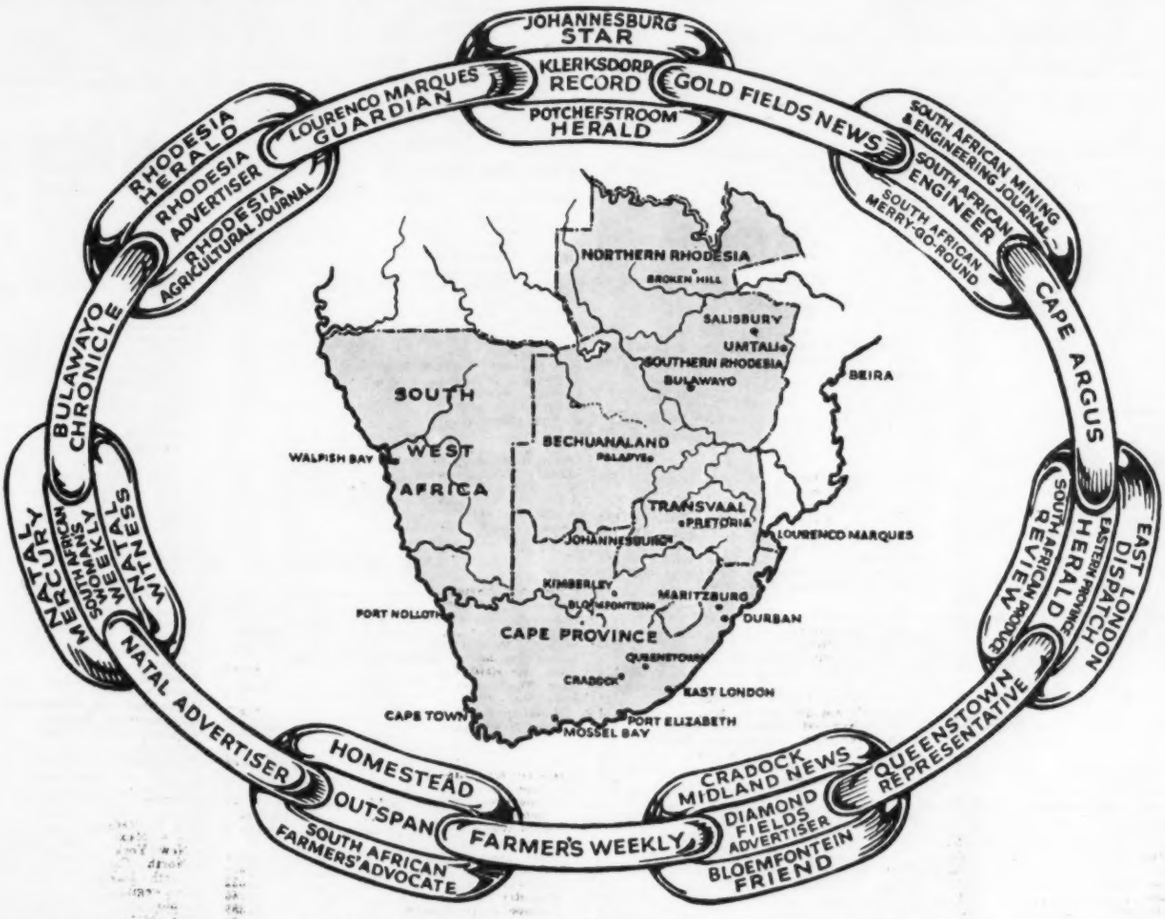

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Maximilian Elser, General Manager; Earl J. Hadley, Associate

150 Nassau Street, New York

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